



**Sheffield University
Management School**

**OSCM IV—4th Operations and Supply Chain Management Symposium:
Emerging Technologies and the Industry 5.0**

September 1st and 2nd 2026

Sheffield University Management School, University of Sheffield, UK



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**For a complete directory of our esteemed participants and detailed presentation abstracts, please
visit our official conference website:**

<https://sheffield.ac.uk/management/4th-operations-and-supply-chain-management-symposium>

Conference Chairs



Professor Francisco Saldanha da Gama

Chair Professor in Operations Management and Decision Sciences
Sheffield University Management School
University of Sheffield
UK

Bio: Professor Francisco Saldanha da Gama is a Chair Professor in Operations Management and Decision Sciences at Sheffield University Management School. Throughout his academic career, he has worked at several universities and across different faculties. He has published extensively in leading international scientific journals, primarily in the fields of facility location and supply chain management. He is the co-editor of two editions of the *Location Science* volume published by Springer. Francisco has delivered over 150 contributed talks at scientific conferences and has been invited to numerous academic events as a plenary, semi-plenary, and keynote speaker. He has received several prizes and honours in recognition of his academic contributions. He is an active member of multiple scientific organisations, including the EURO Working Group on Locational Analysis, where he previously served as a coordinator. Currently, he is the Editor-in-Chief of *Computers & Operations Research* and serves on the Editorial Advisory Board of several other scholarly journals.



Professor Jason Choi

Chair Professor in Operations and Supply Chain Management
University of Liverpool
UK

Bio: Professor Jason Choi is currently Chair in Operations and Supply Chain Management, and Director of Centre for Supply Chain Research at University of Liverpool Management School (ULMS). He is serving the profession as the Editor-in-Chief of IEEE Transactions on Engineering Management, Senior Editor of Production and Operations Management, and Advisory Editor (past EIC) of Transportation Research Part E. He has been listed as a highly cited researcher by Clarivate (Web of Science) since 2022. Before joining ULMS a few years ago, he taught at The Chinese University of Hong Kong (CUHK), The Hong Kong Polytechnic University (PolyU) and National Taiwan University (NTU), altogether for over two decades. In particular, he is honoured as a distinguished alumnus of CUHK's Faculty of Engineering, a President's Award Winning Professor at PolyU, and a Yushan Fellow Professor at NTU.

Symposium Agenda

[*Management School Room/Location Directory Link*](#)

We extend our special thanks for the generous sponsorship provided by:

The School of Economics & Management, Anhui University of Science and Technology

International Journal of Production Research (Taylor & Francis)

Day 1 – Tuesday 1st September

Time	Session	Location / Details
08:30 - 17:00	All-Day Event: Academic Recruitment & Exhibition Booth Hosted by the School of Economics & Management, Anhui University of Science and Technology	Floor C - Courtyard Social
08:30 - 09:30	Registration and Welcome Coffee	Floor B - Entrance
09:30 - 09:40	Welcome and Introduction Prof. Francisco Saldanha da Gama	Floor C Room 002 - Lowe Memorial Lecture Theatre 03
09:45 - 10:25	Keynote Speech - Prof. Lenny Koh: "Semiconductors and steels resilience and sustainability"	Floor C Room 002 - Lowe Memorial Lecture Theatre 03
10:30 - 11:10	Keynote Speech - Mr. Peter Choi: "Two Speeds of Change: What Global Enterprise AI Adoption Reveals About Our Readiness of Industry 5.0"	Floor C Room 002 - Lowe Memorial Lecture Theatre 03
11:15 - 12:00	Academic Career Opportunities Hosted by The School of Economics & Management, Anhui University of Science and Technology, Huainan, China	Floor B Room 005 - Lecture Theatre 02: An introduction and overview of recruitment opportunities
12:00 - 13:00	Networking Lunch	Floor C - Courtyard Social
13:00 - 15:00	Parallel Sessions - 25 minutes per presentation	Please refer to the 'Parallel Sessions Agenda' on page 12
15:00 - 15:20	Coffee Break and Networking	Floor C - Courtyard Social
15:25 - 16:05	Remote Keynote Speech (10:25 AM EDT) - Prof. Hubert Pun: "Designing NFT Tokenomics: Balancing Promotional Participation and Long-Term Holding"	Floor C Room 002 - Lowe Memorial Lecture Theatre 03
16:10 - 17:10	Industry and Academia Dialogue: Mr. Peter Choi, Prof. Lenny Koh, and Dr. James Law - Chaired by Dr. Mahnaz Hosseinzadeh	Floor C Room 002 - Lowe Memorial Lecture Theatre 03
17:10 - 17:20	Day 1 Closing Remarks: Prof. Jason Choi	Floor C Room 002 - Lowe Memorial Lecture Theatre 03
18:45 - 18:55	Best paper award Prof. Francisco Saldanha da Gama / Prof. Jason Choi	Firth Court, Firth Hall (Map)
18:00 - 18:45	Drink Reception	Firth Court, Firth Hall (Map)
18:45 - 22:00	Conference Dinner	Firth Court, Firth Hall (Map)

Day 2 – Wednesday 2nd September

Time	Session	Location / Details
09:00 - 17:00	All-Day Event: Academic Recruitment & Exhibition Booth Hosted by the School of Economics & Management, Anhui University of Science and Technology	Floor C - Courtyard Social
09:00 - 09:30	Welcome Coffee	Floor C - Courtyard Social
09:30 - 10:10	Keynote Speech - Dr. James Law	Floor C Room 002 - Lowe Memorial Lecture Theatre 03
10:15 - 10:55	Keynote Speech - Prof. Jason Choi: "Financing Product Development Projects in the Blockchain Era"	Floor C Room 002 - Lowe Memorial Lecture Theatre 03
11:00 - 11:40	Keynote Speech - Prof. Dmitry Ivanov: "The Ecosystem Age, Industry 6.0, Superintelligence (SI), and OR-AI Symbiosis or From Human-Centric Industry 5.0 to Dehumanization in Industry 6.0?"	Floor C Room 002 - Lowe Memorial Lecture Theatre 03
11:45 - 12:25	Keynote Speech - Prof. Alexandre Dolgui: "Manufacturing as a Service (MaaS) for resilient production systems: some results of the European project ACCURATE"	Floor C Room 002 - Lowe Memorial Lecture Theatre 03
12:30 - 13:30	Networking Lunch	Floor C - Courtyard Social
13:30 - 15:30	Parallel Sessions - 25 minutes per presentation	Please refer to the 'Parallel Sessions Agenda' on page 12
15:30 - 15:50	Coffee Break and Networking	Floor C - Courtyard Social
15:50 - 16:50	Meet Editors Prof. Francisco Saldanha da Gama, Prof. Jason Choi, Prof. Dmitry Ivanov, Prof. Alexandre Dolgui - Chaired by Dr. Merve Keskin Ozel	Floor C Room 002 - Lowe Memorial Lecture Theatre 03
17:00 - 17:50	Closing Drink Reception - Sponsored by the <i>International Journal of Production Research</i> (Taylor & Francis)	Floor C - Courtyard Social

Keynote Speakers

	Professor Dmitry Ivanov Professor for Supply Chain and Operations Management Department of Business and Economics Berlin School of Economics and Law Germany
Talk title: The Ecosystem Age, Industry 6.0, Superintelligence (SI), and OR-AI Symbiosis or From Human-Centric Industry 5.0 to Dehumanization in Industry 6.0?	
Abstract: Operations and supply chains have witnessed spectacular transformations through Industry 4.0 and Industry 5.0. Is the next industrial revolution – Industry 6.0 – unfolding in the context of artificial intelligence (AI) and human-AI collaboration? And, possibly, even Industry 7.0 and superintelligence (SI) are just around the corner? In this talk, we conceptualize the transition toward Industry 6.0 as the Ecosystem Age that builds upon technologies developed in Industry 4.0 and viability-centric socio-ecological principles proposed in Industry 5.0, emerging into a cyber-socio-technical-ecological industrial revolution. We present a taxonomy of industrial revolutions based on the types of work that have been replaced by machines over time, and utilize it to delineate Industry 6.0 and forecast Industry 7.0 framed in technology, organization, and modelling dimensions. Second, we discuss potential impacts of the transition toward Industry 6.0 on Operations Research (OR) with associated challenges and chances, outlining a 7-layer architecture of OR-AI symbiosis in digital twins. We elaborate on the technology and viability principles that frame Industry 6.0 and discuss scenarios for further transitioning toward next industrial revolutions and cyber-virtual, AI-driven networks that learn, adapt, self-organize, and regenerate. We conclude by outlining research opportunities for OR in the new era of supply chain and operations management in the AI and superintelligence age.	
Bio: Professor Dmitry Ivanov is a Professor of Supply Chain and Operations Management at the Berlin School of Economics and Law (HWR Berlin), where he leads the Digital-AI Supply Chain Lab. He is internationally recognised as one of the foremost scholars in supply chain resilience, viability, and the ripple effect of disruptions, as well as in digital supply chain twins and Industry 4.0/5.0 systems. Over his career, he has authored more than 500 scientific publications, including high-impact journal articles, books, book chapters, and conference papers, positioning him among the most prolific and influential researchers in his field. His work has shaped key theoretical frameworks, especially regarding viable supply chain design, stress-testing, adaptive networks, and AI-enabled decision support systems. Ivanov has served in leadership roles in major European research projects and international collaborations. His contributions include conceptualising and modelling resilient multi-plant networks and advancing data-driven methodologies for managing disruptions. His research has been widely adopted both in academia and in industry practice, influencing supply chain strategies globally. He is a frequent keynote speaker at international conferences, a member of scientific committees, and an active collaborator with universities and research centres worldwide. His seminal books, most notably <i>The Viable Supply Chain</i>, <i>Introduction to Supply Chain Digital Twins and AI</i>, and <i>Global Supply Chain and Operations Management</i>, are widely used in graduate programmes and professional training. Today, his work continues to advance the frontier of supply chain science, with particular emphasis on digital twins, AI-supported resilience analytics, network viability, and the strategic management of complex, disruption-prone value-creation systems.	



Professor Hubert Pun

Professor of Management Science
Ivey Business School
Western University
Canada

Talk title: Designing NFT Tokenomics: Balancing Promotional Participation and Long-Term Holding

Abstract: Non-fungible token (NFT) markets link the primary and secondary markets through blockchain's traceability, enabling creators to earn resale royalties and benefit from the holder community formed through the primary sale. As a key tokenomics mechanism, airdrops are widely used to influence consumers' post-purchase decisions between holding and reselling. Yet the existing literature does not examine how creators should choose among the various airdrop tools available to balance long-term holding, royalty generation, and consumer base growth.

We develop a two-period model in which a creator earns revenue not only from the primary market but also from the secondary market through resale royalties. The model captures consumers' holding-versus-reselling decisions and the community effect arising from the holder base. We compare three strategies: no airdrop; a bounty airdrop that rewards promotional effort and expands the pool of potential consumers; and a holder airdrop that rewards NFT ownership at a specific snapshot date.

We find that a bounty airdrop is the optimal airdrop tool when the utility from long-term ownership of an NFT declines substantially. Otherwise, a holder airdrop is the better airdrop tool, particularly when the community effect is strong. We further show that, counterintuitively, consumers can be worse off as the community effect strengthens, as the bounty reward increases, or as promotional activities become more effective. We also find that consumers are always better off with holder airdrops but can be worse off with bounty airdrops.

The managerial implications of our paper are twofold. First, creators should choose the airdrop tool based on the NFT's retention value and the stage of community development. Second, regulators and platform operators should balance the objective of expanding participation in digital economies with the need to protect consumer welfare. Specifically, while bounty airdrops can attract new participants and stimulate market activity, they may also raise secondary-market prices and reduce consumer surplus, indicating that stronger promotional incentives do not necessarily improve consumer welfare.

Bio: Professor Hubert Pun is the professor at the Management Science area group. In 2022, he was honored with the university-wide [Western Faculty Scholar Award](#) in recognition of his groundbreaking research on blockchain business applications. He has also been consistently acknowledged for his teaching excellence, earning Ivey Dean's Teaching Commendation Letters (top 10% of Ivey faculty) and being named to the University Students' Council Teaching Honor Roll in 2016/2017. Additionally, he has received the Research Merit Award (top 10% of Ivey faculty) for eight consecutive years (2019–2026). In 2023, as one of the top recipients, he was named one of two holders of the prestigious J. Allyn Taylor/Arthur H. Mingay Chair. His research interests focus on AI governance, blockchain, cryptocurrency, digital economies, and the impact of counterfeit products. His work has been published in leading journals such as *Manufacturing & Service Operations Management*, *Production and Operations Management*, and the *Journal of Operations Management*. He currently serves as a Senior Editor at *Production and Operations Management* and as an Associate Editor at *Transportation Research Part E* and the *International Journal of Production Research*. He also served as the PhD director during 2022-2026.



Professor Alexandre Dolgui

Distinguished Professor Industrial and Systems Engineering and Head of Automation, Production and Computer Sciences Department at IMT Atlantique
France

Talk title: Manufacturing as a Service (MaaS) for resilient production systems: some results of the European project ACCURATE

Abstract: A redefined industry where Manufacturing-as-a-Service is technically viable, economically sustainable, profitable and environmentally sound all at once is the objective of the project. The members of consortium develop advanced digital-twin models powering collaborative decisions for robust planning, resilient operations and swift recovery across value networks based on concepts of MaaS to understand the concepts and adapt them to unforeseen events in smart manufacturing, adjust to diverse and changing conditions in real time, prove the concepts technically and show that these are economically sound at scale, help people model scenarios and act on disruption together in this framework. In the talk some recent results of the project will be presented and discussed.

Bio: Professor Alexandre Dolgui is a Distinguished Professor and Head of the Department of Automation, Production and Computer Sciences at IMT Atlantique in France, and a Fellow of the Institute of Industrial and Systems Engineers (IISE). He is among the most highly cited researchers in engineering, with over 38,000 citations and an h-index of 87, and serves as Editor-in-Chief of the International Journal of Production Research. His research and leadership span manufacturing systems, production planning, supply chain optimisation, decision aid methods and optimisation algorithms, reflected in hundreds of journal articles, books and conference contributions. Before IMT Atlantique, he held senior academic roles in French institutions including Ecole des Mines de Saint-Étienne and the University of Technology of Troyes, and he has contributed extensively to editorial boards and international programme committees in operations research and industrial engineering.



Professor Jason Choi

Chair Professor in Operations and Supply Chain Management
University of Liverpool
UK

Talk title: Financing Product Development Projects in the Blockchain Era

Abstract: Today, supported by the blockchain technology, initial coin offering (ICO) has emerged as a way to finance product development projects via crowdfunding. In this talk, we analytically examine the product development project financing problem under the traditional bank case (Model TBK) and ICO case (Model ICO). Under a commonly used demand function in which product quality scales the price-dependent market demand, we theoretically derive and compare the optimal pricing and quality decisions under both cases. We identify the feasible conditions in closed-form, which govern the feasibility of each financing model. We then develop the optimal rule to determine the optimal financing choice. To show the robustness of results, we examine in the extended model the situation when demand function is linear-additive to both price and quality. We find that the major results derived from the main model scenario remain valid in the extended model scenario. Some interesting subtle differences between the two demand function scenarios are also revealed.

Bio: Professor Jason Choi is currently Chair in Operations and Supply Chain Management, and Director of Centre for Supply Chain Research at University of Liverpool Management School (ULMS). He is serving the profession as the Editor-in-Chief of IEEE Transactions on Engineering Management, Senior Editor of Production and Operations Management, and Advisory Editor (past EIC) of Transportation Research Part E. He has been listed as a highly cited researcher by Clarivate (Web of Science) since 2022. Before joining ULMS a few years ago, he taught at The Chinese University of Hong Kong (CUHK), The Hong Kong Polytechnic University (PolyU) and National Taiwan University (NTU), altogether for over two decades. In particular, he is honoured as a distinguished alumnus of CUHK's Faculty of Engineering, a President's Award Winning Professor at PolyU, and a Yushan Fellow Professor at NTU.



Professor Lenny Koh

Chair Professor in Operations Management
University of Sheffield Management School
University of Sheffield
UK

Talk title: Semiconductors and steels resilience and sustainability

Abstract: In this keynote speech, Professor Lenny Koh will introduce the latest development in semiconductors and steels to optimise resilience and sustainability in their manufacturing supply chains. Her talk will show some ongoing and current initiatives to design a resilient ecosystem to future proof against shocks and disruptions. Examples from three specific major UKRI investments will be provided (IGNITE Manufacturing Hub, CS Manufacturing Hub and CHIMES2 IKC).

Bio: Professor Lenny Koh, BEng (Hons), PhD, FRSA, is a Chair Professor in Operations Management, Founders and Directors of the Logistics and Supply Chain Management (LSCM) Research Centre at the Management School & the Faculty's Centre for Energy, Environment and Sustainability (CEES), at The University of Sheffield, UK. She is also the co-founder of Supply Chain Management and Information Systems (SCMIS) Consortium, a global network of leading academics and practitioners driving research and knowledge exchange on supply chain and information systems. A World leading mind recognised amongst FRs and Nobel Laureates within the University, Professor Koh is a Senior Chair Professor, an internationally renowned and established authority in supply chain especially on low carbon and sustainability, with a high H-index (World number 2) and high research income generation in her discipline internationally. She is active in leading a 2022 Futures initiative advancing resource efficiency and supply chain disciplines, navigating a new translational model for connecting invention/basic science at lower TRL to higher TRL.



Dr. James Law

Deputy Director, Centre for Machine Intelligence
Senior Innovation Fellow, School of Computer Science and the
Advanced Manufacturing Research Centre (AMRC)
University of Sheffield

Talk title: Bridging the adoption gap: building confidence in robotics and embedded AI for advanced production

Abstract: Robots are a major enabler of industrial productivity, yet the UK trails behind international competitors when it comes to robotic adoption. Currently the UK ranks 24th in the world for robot density in manufacturing with around 119 robots per 10,000 employees. This is the lowest in the G7, roughly half the European average, and well behind leading nations such as Germany (449), Singapore (818) and the Republic of Korea (1,220). Overcoming this adoption gap could add £150Bn to GDP by 2035, help close a ~30% productivity deficit relative to top European competitors, and alleviate structural labor shortages.

This talk will introduce how the current wave of robotic technologies are more suited to UK manufacturing than ever before, raise some of the barriers that prevent their widespread use, and discuss how attitudes towards AI and robotics are impacting deployments. It will cover recent research to address safety as a major concern, which has led to the creation of a spinout providing digital twins for improved process and facility management.

Bio: Dr. James Law holds a joint appointment between the School of Computer Science and the Integrated Manufacturing Group within the Advanced Manufacturing Research Centre (AMRC), University of Sheffield. His research focuses on trustworthy human-robot collaboration, with particular application to manufacturing settings. He takes a transdisciplinary approach, combining approaches from engineering, social sciences, and the arts to address both technical and social barriers to technology adoption. To achieve this he collaborates closely with colleagues across research disciplines and with a wide variety of stakeholders, employing co-design and co-research techniques as part of a responsible approach to research and innovation.

James has extensive leadership experience in the UK robotics and innovation landscape, having served as an elected member of the EPSRC UK-RAS network executive committee for nearly a decade, as a director of Sheffield Robotics for eleven years, and as a member of EPSRC Early Career Forums in Manufacturing and the Circular Economy, and Engineering. He is a director and co-founder of Twinality, a University spin-out providing digital twinning tools to enable the design, certification, and management of safer robotic systems.

To engage wider audiences, James has delivered invited talks at venues from TEDx to the European Parliament. He has played a key role in shaping national policy, contributing to UK-RAS White Papers and serving as an expert for the Government Office for Science Rapid Tech Reviews and independent robotics landscape and foresight reviews. His public engagement and outreach work includes several years leading the UK-RAS National School Robot Competition, consultant on the BBC Radio 1 Robot Takeover, and a successful campaign for the 2012 Olympic Torch to be carried in celebration of Alan Turing's centenary (although his first torchbearer nomination - a robot - failed to meet the minimum age requirements).



Mr. Peter Choi

Community Board Member, BCS, The Chartered Institute for IT
Principal Consultant, Anchor Point Interactive Limited
Industry Expert in Supply Chain Technology

Talk title: Two Speeds of Change: What Global Enterprise AI Adoption Reveals About Our Readiness of Industry 5.0

Abstract: Industry 5.0 promises a human-centric partnership between people and emerging technology, but in most organisations, the technology arrives faster than the people are ready for it.

Drawing on a career spent designing and delivering enterprise AI, blockchain, and IoT training across Hong Kong, mainland China, and the UK, from multi-national enterprises, government bodies, and a current UK apprenticeship AI-upskilling programme, this talk examines why emerging technology pilots succeed or quietly die. A practical framework for diagnosing whether our own organisation's Industry 5.0 ambitions are being built on a workforce that is actually ready for them.

Bio: Mr. Peter Choi designs and delivers corporate technology training and consultancy that help organisations turn emerging technologies into practical business results. With 15+ years across AI, Cloud, Data, IoT, Blockchain and Quantum, He has enabled C-Suite executives, public-sector leaders and enterprise IT teams across the UK and Asia to build digital capability, strengthen decision-making and lead transformation confidently.

He specialises in translating complex technologies into clear strategies and actionable learning — combining enterprise consulting experience with deep learning-design expertise. His work spans executive enablement, digital transformation, L&D strategy, capability building, and large-scale technology upskilling programmes.

He has led 200+ bespoke workshops for global organisations including Sun Hung Kai Properties, Schneider Electric, Prudential, CITIC Group and government departments, and has supported teams through certifications, innovation programmes and change initiatives. His focus areas include:

- Emerging Technology Training (AI, IoT, Blockchain, Cloud, Quantum)
- Executive / C-Suite Enablement
- Digital Transformation & Change Readiness
- Corporate Learning & Development Strategy
- Workshop Facilitation, Curriculum Design, eLearning
- Cloud Platforms (AWS, Google Cloud, Azure), Data Analytics & Cyber Awareness

He currently focuses on supporting UK enterprises, public-sector teams and SMEs through technology adoption and skills transformation.

Parallel Sessions Agenda

Day 1 – Tuesday 1st September 13:00 – 15:00

Location	Presentations (25 minutes per presentation)
Session 1: Advanced Analytics & AI Decision Systems (<i>Chair: Grigory Pishchulov</i>)	
Lecture Theatre 2	1. From Data to Decisions with Attention: A Record-Feature Transformer for the Newsvendor Problem Maryam Motamedi, Mohammad Moshtagh 2. Reducing Carbon Emissions in Freight Transportation through Advanced Fleet Management: A Machine Learning Approach Grigory Pishchulov, Tim Gruchmann, Stefan Gold 3. Does Cheap Electricity Necessarily Lead to Low Token Prices? Yuhan Guo, Zhangzhen Fang, Gaoxiang Lou, Zhixuan Lai
Session 2: Green Energy & Electric Vehicle Ecosystems (<i>Chair: Muhammad Ahmad Iqbal</i>)	
Lecture Theatre 3 (Lowe Memorial Lecture Theatre)	1. Hybrid Selling-Leasing Strategies in Closed-Loop Supply Chains for Electric Vehicle Batteries with Echelon Utilization Phuc Nguyen, Petros Ieromonachou, Duy Tan Nguyen, Li Zhou 2. Which Vehicle, Whose Network? Joint Vehicle Development and Charging-Network Deployment for Vehicle-to-Grid (V2G) Commercialization Yuhan Guo, Zhangzhen Fang, Gaoxiang Lou, Wenjie Luo, Zhixuan Lai 3. Identifying Macro-Influencing Drivers towards Solar Irrigation Pumps (SIPs) Readiness in Bangladesh: A Bibliometric-PESTLE Study Honey Yadav, Shishank Shishank, Navjot Sandhu, Lynsey Melville, Florimond Gueniat, Cham Athwal, Sandeep Dhundhara, Khondokar Mizanur Rahman 4. Joint Optimization of Production Rate and Sustainability Costs in a Multi-Buyer Vendor System Muhammad Ahmad Iqbal



Location	Presentations (25 minutes per presentation)
Session 3: Strategic Networks & Governance (Chair: Sahar Gholamali)	
Executive Suite 3	1. Innovation Spillovers in Buyer-Supplier Relationships: The Moderating Role of Board Interlocks Luodi Pan, Yuan Yuan, Mehmet Chakkol, Antonios Karatzas 2. Do Supply Chain Network Characteristics Amplify Product Recall Impacts? Evidence from Automotive Supplier Networks Zhu Wanlin, Wang Xiangqian, Yang Chaoyu, Xu Ying, Cui Xingwen 3. Cryptocurrency Payments: Friend or Foe? Mohammad Moshtagh, Maryam Motamedi 4. Assessing Strategic University Merger Decisions Under Temporal and Uncertainty Complexities: A DEA-Based Framework Sahar Gholamali, Adel Hatami-Marbini, Nima Dadashzadeh
Session 4: Industry 5.0 & Impact Measurement (Chair: Henry Alterio)	
Seminar Room 1	1. The impact of Industry 5.0-driven manufacturing on environmental sustainability performance in the United Kingdom and Austria Modupe Ferreira, Alireza Shokri, Marcelo Martins Sa 2. Why XR Fits Differently: Frontline Perceptions of Task-Technology Fit in Field-Based Service Operations Shima Yekkehbashheidari, Yingli Wang, Daniel Eysers, Anasol Peña-Rios, Jean-Paul Skeete, Yu-Kun Lai 3. The Price of Resilience: Human-Centric Multi-Objective Sourcing for Low-Carbon, Disruption-Resilient Construction Supply Chains Abdirahman Hussein Muse and Mohamud Abiib 4. Natural Capital Values: On to highlight and communicate positive economic impacts of companies' environmental investments through a technological platform - A case study Henry Alterio, Paula Bautista, Valentina Amador, Germán Rivera



Location	Presentations (25 minutes per presentation)
Session 5: AI Integration & Strategic Transformation (Chair: Hannah Ayeni)	
Seminar Room 2	1. It is a Balancing Game: How AI Symmetry in Supply Chains Affects Firms' Operational Efficiency Meiting Lin, Hugo K.S. Lam, Jason Choi, Yangchun Xiong 2. Artificial Intelligence in Supply Chain Operations-Interfaces: An Integrative Literature Review Shivani Mishra, Eric Ka Ho Leung, Shenghao Xie, Jason Choi 3. GenAI-Driven Supply Chain Strategy Jane Ugbari, Yashar Salamzadeh, Nadja Damij 4. Strategic AI Transformation in UK SMEs: A TOE-DCT Framework for Supply Chain Excellence Hannah Ayeni
Session 6: Industry 5.0 & Human-Centric Systems (Chair: Yober Arteaga Irene)	
Middleton Lecture Theatre	1. Industry 5.0 Implementation in Supply Chains: Framework and Impact Abhijeet Ghadge 2. Cognitive-Computational Decision Governance for Operations and Supply Chain Management Under Industry 5.0 Pritam Kumar Patro, Francisco Saldanha-da-Gama, SC Lenny Koh 3. A Thematic Framework for Emergence of Human-Centric Digitalisation of Operational Excellence (OPEX5.0) Alireza Shokri and Jiju Antony 4. Integrating Smart Manufacturing Technologies into Production Planning and Control: A Unified Framework Yober Arteaga Irene, Tahir Syed, Fahian Huq



Day 2 – Wednesday 2nd September 13:30 – 15:30

Location	Presentations (25 minutes per presentation)
Session 1: Logistics, Platforms & Sector Innovation (<i>Chair: Jie Ma</i>)	
Lecture Theatre 2	1. Extending the Technology Acceptance Model: Integrating Innovation Attributes and Cognitive Styles in User Acceptance of Autonomous Delivery Vehicles Yu Zhuoxi 2. Who Will Benefit from Returnless Refunds? Platform Design with Opportunistic Consumers Xiahui Sun, Li Hu, Jason Choi 3. Offsite Construction and Supply Chain Performance: Evidence from UK Award-Winning Firms Jie Ma
Session 2: Advanced Analytics & Smart Operations (<i>Chair: Sara Tavakoli</i>)	
Lecture Theatre 3 (Lowe Memorial Lecture Theatre)	1. Digital Twin-Enabled Explainable AI for Sustainable Operations: A Vertical Farming Case Yujia Luo, Abhilash Puthanveetil Madathil, Ehsan Badakhshan, Peter Ball 2. Topology-Aware and Adaptive Routing for Logistics: Graph Neural Networks and Reinforcement Learning Hajar Fatorachian 3. Strategic AI Information Distortion in Two-Sided Ride-Hailing Platform Jianan Wang, Ruiying Yuan, Jason Choi 4. From Data to Action: Advancing Industry 5.0 Goals of Inclusion and Resilience Through Energy Poverty Vulnerability Analytics Sara Tavakoli, Pedro Sampaio, Ali Hassanzadeh



Location	Presentations (25 minutes per presentation)
Session 3: Circular Economy & Sustainable Fashion (<i>Chair: Peiyi Liang</i>)	
Executive Suite 3	Fashion Circularity: Assessing Post-Consumption Reverse Logistics Network under Extended Producer Responsibility Marjan Olfati, Afshin Mansouri Human-Centric Emerging Technologies for a Circular Economy in the Global South: A Capability-Based Framework for Inclusive Circular Supply Chains Alka Ranjan Restoring the Apparel Supply Chains: A Regenerative Framework for Production in Sri Lanka Chamindri Nayanathara Sooriyabandara Achieving Net-Zero Carbon Footprint or Not: A Product Perspective Peiyi Liang, Jason Choi, Eric Ka Ho Leung, Zhen Xu
Session 4: Supply Chain Resilience & Global Risk (<i>Chair: Filipe Sarmento</i>)	
Seminar Room 1	Sustainable Supply Chain Resilience Under Geopolitical Disruption: A Human AI Fluency Competency Framework for the GCC Region Ayesha Awan Developing Artificial Intelligence Capability for Supply Chain Resilience: An Industry 5.0 Conceptual Framework for UK Automotive Manufacturing Bridget Yellow-Duke Managing Operations Under Macroeconomic Frictions in Developing Economies S. Hamid Hashemi Petrudi System Dynamics Visualisation for Industry 5.0: Resilience-Sustainability Feedbacks in the UK Green-Steel Transition Filipe Sarmento, SC Lenny Koh

Location	Presentations (25 minutes per presentation)
Session 5: Digital Integration in Supply Chains (<i>Chair: Colette Nsofor</i>)	
Seminar Room 2	Crafting the Contingent Capacities for Realising Blockchain Affordances in Supply Chains: Mechanisms and Tradeoffs Md Rokonuzzaman, Trevor Clohessy, Graham Heaslip, Sandy Schumann, George Onofrei, David Awe The Dual Impact of Blockchain on Sustainability of Closed-Loop Supply Chains for Critical Products Nazanin Nami, Grigory Pishchulov, João Quariguasi Frota Neto Can Ethical Labour Practices in AI Supply Chains Be Credibly Signalled? Dewang Pagare and Indranil Biswas From Disruption to Resilience: The Double-Edged Role of Digital Technologies in Agri-Food Supply Chain Resilience Colette Nsofor, Bhakti Stephen Onggo, Yu (Jack) Gong

For a complete directory of our esteemed participants and detailed presentation abstracts, please visit our official conference website:

<https://sheffield.ac.uk/management/4th-operations-and-supply-chain-management-symposium>

Organizing committee



Dr. Jason X. Wang



Dr. Merve Keskin



Dr. Mahnaz Hosseinzadeh