



## Call for papers.

ICOVACS 2010 (International Conference on Value Chain Sustainability) is the third in a conference series that aims to bring researchers in academe, industry and government from various countries together over a three-day period in November to present and discuss the next frontier for product design, branding and logistics as a leadership strategy in a global market. The first ICOVACS conference was held in Izmir, Turkey in 2008 with the theme - "Integrating Design, Logistics and Branding for Sustainable Value Creation. ICOVACS 2009 was held in Louisville, Kentucky with the theme - "Product Design, Branding and Logistics as a Leadership Strategy in a Global Market". This year's conference will be held in Valencia, Spain with the theme - **"Towards a Sustainable Development and Corporate Social Responsibility Strategies in the 21st Century Global Market"**.

ICOVACS 2010 will take place in Universidad Politécnica de Valencia (Valencia, Spain), 15-17 November and it will be devoted to discuss and examine how the unique triangle of product/service design, logistics, and branding can be integrated and balanced in order to develop sustainable value chains unlocking new sources of Competitiveness in Manufacturing and Service Supply Chains. According to this main theme, ICOVACS 2010 calls for contributions in the following topics:

- Sustainable Demand & Supply Chain Management
- Reverse Logistics Network Design
- Inventory Control in Reverse Supply Chains
- Green Design: Tools and Models
- Environmental Management and Green Product Design
- Concurrent Product and Closed-loop Supply Chain Design
- Marketing a Market-driven Design of Green Products
- Product Recovery through Recycling
- Branding quality deployment
- Human resources management in sustainable supply chain
- Competition and innovation in the sustainable supply chain management
- Inclusive Design & Universal Design
- Non-governmental organization and social enterprises management
- Ethics in OR
- Humanitarian logistics

We seek *multidisciplinary* papers from engineering, manufacturing/services, and marketing that provide a synergic view on one or more of the above topics or in the related fields.

A proceedings of the conference will be published in paper and CD formats.

The conference will feature plenary talks from distinguished individuals in academe, industry, and government.

### **Important dates:**

- Deadline for Abstract submission: May 16th
- Announcement of Accepted Abstracts: May 30<sup>th</sup>
- Deadline for Full Paper submission: June 20<sup>th</sup>
- Announcement of Accepted Papers (no revision): September 5<sup>th</sup>
- Announcement of Accepted Papers (pending revision): September 12<sup>th</sup>
- Deadline for Revised Paper submission: September 26<sup>th</sup>
- Announcement of All Accepted Papers : October 3rd
- Announcement of Final program: October 10th
- Conference November 15-16, 2010

### **Committees:**

ICOVACS 2010 is organized by Universidad Politécnica de Valencia

#### Local Organising Committee

- Carlos Andres Romano (conference chair)
- Jose Pedro Garcia Sabater
- Juan Marin Garcia
- Cristóbal Miralles Insa
- Lourdes Canós Darós
- Pilar Vidal Carreras
- Julio Garcia Sabater
- Maria Valero Herrero

#### International Programme Committee

- Tuncdan Baltacioglu (Izmir University of Economics. Turkey)
- Jalal Ashayeri (Tilburg University, Netherlands)
- Melike Demirbag Kaplan (Izmir University of Economics. Turkey)
- Oznur Yurt (Izmir University of Economics. Turkey)
- Sunderesh S. Heragu (University of Louisville, USA)

### **Contacts:**

More details about the program, the registration, the venue and the accommodation is available at the conference web site:

<http://www.icovacs.org>

For any additional information, please contact [icovacs@upvnet.upv.es](mailto:icovacs@upvnet.upv.es)

For any comments, requests and proposals, please contact Dr. Carlos Andrés, Conference chair, [candres@omp.upv.es](mailto:candres@omp.upv.es)

Dr. Carlos Andrés Romano  
Dept. of Management  
3th floor - 7D Building  
Universidad Politécnica de Valencia  
Camino de Vera S/N  
E-46022  
Valencia  
Spain  
Phone: +34 - 96387-7007 ( ext: 76864)  
Fax: +34- 96387-7689  
candres @ omp.upv.es