

# Rowe Research Seminar Series – May 17, 2017

## Why does information timeliness matter in freight transportation networks?

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**Abstract:** We study the impact of information timeliness in two different freight transportation network contexts. In the in-land truckload transportation context, the central question addressed is: *if transportation service providers get more timely information about clients' shipment requirements, by how much will network performance improve?* Through methodologies comprising mixed integer programming and computational experiments on realistic data, we find improvements that are significant in both statistical and practical terms. For the second context, the interface between maritime and terrestrial transportation, preliminary insights are presented. The insights, which signal the potential value information timeliness in that context, draw on a combination of small-scale computer simulations and archival research on current discourse among stakeholders in the maritime transportation sector.

**Bio sketch:** Dr. Michael Haughton is Professor of Operations and Decision Sciences and CN Research Fellow in Supply Chain Management (SCM) at Wilfrid Laurier University's Lazaridis School of Business & Economics. Dr. Haughton's expertise within SCM is freight transportation. He has a prolific research record of scholarly awards, publications and presentations to audiences in the Americas, Europe, Asia and the Caribbean. His more recent awards include appointments as Visiting Fulbright Research Chair appointment at Arizona State University's Center for Transborder Studies and Visiting Scholar at China's Chongqing Technology and Business University. Two major topics in Dr. Haughton's current research are: (i) the benefits of high quality information for decisions by both 3PLs and their clients and (ii) logistical efficiency issues at critical links in transportation networks.

**Looking forward to seeing you on May 17, 2017 (Wednesday) between 11:30-1:00, at Rowe Management Building Room 3052 (Mackay Boardroom). Pizza and pop will be provided.**