

The Illinois Distinguished Lecture Series in Operations Research

~

Recognizing Who You Know, What You Know, and What You Don't Know: Key Factors in
Using Operations Research Effectively to Address Global Issues
Featuring John Birge

~

Jerry W. and Carol Lee Levin Professor of Operations Management
The University of Chicago
Booth School of Business

~

Wednesday, March 14, 2012
4:00 p.m.
NCSA Auditorium

~

Reception to follow in the NCSA Atrium

Abstract: Since its origins in the mid-twentieth century, operations researchers have sought to address major global issues affecting the political, financial, and medical well-being of the population and its environment. While OR has achieved many successes, the general public remains general unaware of OR and even OR professionals have difficulty describing its contributions. This talk will discuss potential reasons for this situation and possible changes in the use of OR that might enhance its visibility and effectiveness. Examples from political districting, global warming, bank regulation, and health care cost controls will be used to make a case for the importance of including individual differences in motivation, realistic assessments of uncertainty, and effective mechanisms for learning from observations.