

**The Thirtieth International Conference of the
System Dynamics Society
July 22 – 26, 2012**



Registration Brochure

www.systemdynamics.org

Welcome to the University of St. Gallen, Switzerland

Conference Host:  University of St. Gallen

Dynamic Partner: Stiftung zur Förderung der Systemorientierten Managementlehre

Conference Partners:

Continental Tires

Greenwood Strategic Advisors AG and Ventana Systems

ROCC-Responsible Corporate Competitiveness Initiative at the University of St. Gallen
System Dynamics Group, Institute of Management, University of St. Gallen

Conference Sponsors to date:

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Deadlines and Key Dates

March 19, 2012

Submission deadline for papers for review, workshops, tutorials and session proposals

May 9, 2012

*Notification of acceptance
Scholarship applications due*

May 16, 2012

Final abstracts due for printed abstract proceedings

May 30, 2012

*Presenter registration deadline
Papers of unregistered presenters removed from program*

June 8, 2012

Tentative program schedule

June 20, 2012

Early registration deadline

July 22, 2012

PhD Colloquium

PC Meeting

July 23, 2012

*St. Gallen, Switzerland
Conference Opening!*

Conference Contacts

Program Chairs:

Elke Husemann
David C. Lane
London School of Economics

Conference Chair:

Markus Schwaninger
*University of St. Gallen
Institute of Management*

Organizing Chair:

Stefan Grösser
*University of St. Gallen
Institute of Management;
Bern University of Applied
Science, Department of
Economics*

Workshop Chair:

Jack B. Homer
Homer Consulting

Conference Manager:

Roberta L. Spencer
*System Dynamics Society
Milne 300 - Rockefeller College
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Program

The theme of the conference is “Model-based Management.” This choice highlights the role that formal models can play in the effective management of dynamic systems and how skills in modeling and simulation can contribute to organizational design, organizational learning, and policy-making. The use of models as part of formal theory-building is a central part of Jay W. Forrester’s vision of how system dynamics can contribute to management thinking, social science research and rigorous policy analysis. The different threads in the conference will provide for the diverse range of application domains in which system dynamics ideas are applied, as well as providing space for methodological developments and comparisons. The theme of the conference reflects the breadth of interest in system dynamics-based modeling and encourages participation from researchers, educators and practitioners.

The conference program will consist of invited and contributed sessions and workshops demonstrating the state of the art in the theory and application of system dynamics. Submissions are encouraged on the conference main theme and all topics relating to the theory and practical application of system dynamics modeling.

Plenary sessions will include a selection from the best papers submitted to the conference program. There will be special plenary sessions on “Learning from Models,” which will examine the use of system dynamics simulations to improve understanding of a wide range of policy issues, and “Next Steps for System Dynamics: Challenges and Opportunities,” which will feature a Socratic Dialogue, followed by

perspectives from across the field and an opportunity for all attendees to contribute their views. The conference schedule will provide time for relaxed social and professional interaction and for participants to enjoy the many historical and cultural attractions of the delightful city of St. Gallen.

The conference will comprise a full program of plenary, parallel, poster, workshop and tutorial sessions alongside panel discussions, chapter and special interest group meetings, roundtables, student colloquia, the modeling assistance workshop, vendor displays, exhibits and demonstrations, award presentations, the Society business meeting and the Presidential Address. The general Workshop Day is scheduled for Thursday, July 26.

Presentations will be grouped into sessions organized by the following topic threads:

Threads	Thread Chairs
Business Applications	Paul Newton/Markus Salge
Conflict, Defense and Security	Edward Anderson/ Ignacio Martínez-Moyano
Economic Dynamics	Bob Cavana/Brian Dangerfield
Energy and Resources	Erling Moxnes/Silvia Ulli-Beer
Environment and Ecology	Allyson Beall/Tom Fiddaman
Health and Health Policy	Gary Hirsch/Jack Homer
Information Science	Vedat Diker/Peter Otto
Knowledge, Learning and Teaching	John Morecroft/Özge Pala
Methodology in System Dynamics	Siôn Cave/David Exelby
Methodology: Related Approaches	Jim Duggan/Joel Rahn
Operations Management/Supply Chains	Paulo Gonçalves/ Jörn-Henrik Thun
Participatory Approaches to Modeling and Simulation	Etiënne Rouwette/ Krystyna Stave
Public Policy	John Barton/Jeff Trailer
Social and Organizational Dynamics Strategy	Peter Hovmand/Brad Morrison Scott Rockart/Nuno Videira

All posters will be presented on Monday, July 23 at the **Poster Symposium and Light Buffet**. Attendees will have ample time to mingle and converse with the authors, together with a standing light buffet dinner. Attendees may vote for their favorite posters; the winners of this (admittedly unscientific) poll will be announced the following morning. Guests who purchase a Social Program ticket are welcome to attend.

The conference program will include hands-on **workshops and tutorial sessions** facilitated by leading scholars in the field. Instructional workshops will run in parallel on Thursday, July 26. Separately, the **Modeling Assistance Workshop** will be held for the 12th consecutive year, pairing those with modeling questions with experienced modelers for one-on-one coaching during two spectator-friendly cluster sessions and also privately throughout the conference.

Other events will include Roundtables (Education; Energy; Economic Dynamics; Conflict, Defense and Security; Model Analysis; Information Science and Information Systems; Psychology), the HPSIG Health Policy Discussion, the Peer Review dialog, and the Chapter and Special Interest Group Poster Session. The SD Career Link Bulletin Board will be coupled with the Red Ribbon Event that will link job seekers with employment opportunities. **Exhibitor demonstrations and software users' group meetings** will showcase products and services in practice.

The 13th annual **PhD Student Colloquium** is scheduled for Sunday, July 22. This is an opportunity for PhD students to present and share their research through plenary and poster sessions. For information contact Chris Browne and Nicolás Escalante at <phdcolloquium@systemdynamics.org> or visit www.systemdynamics.org/student.

The **Newcomer Orientation Session** is a special event for newcomers, scheduled for a half hour in the afternoon on Sunday, July 22. Newcomers and guides (veteran attendees) will be brought together based on their topics of interest. The guides will answer questions and provide information to help newcomers get the most out of the conference. If you are a newcomer and would like to participate in this program, please check the box on the registration form for first-time participant. To volunteer as a guide, please contact Len Malczynski <lmalcz@sandia.gov>.

Call for Nominations Nominations are invited for the Jay W. Forrester Award and the Dana Meadows Award. Nominations are also invited for the Lupina Young Researchers Award, the Barry Richmond Scholarship Award, and for two Environmental SIG Scholarships. Please refer to the Society website and the conference submission system for complete details on all awards.

Scholarships A limited number of partial scholarships will be available. To apply, please use the conference paper submission system to provide a short paragraph describing why support is needed and what special contribution you will make to the conference or take back from the conference to your home community. The deadline for applying is May 9.

Social Program tentatively includes an informal gathering during Sunday registration and a reception and official welcome by the mayor of St. Gallen on Sunday, July 22 at 6:30 PM at the University Main Building. The Poster Symposium and Light Buffet will be held on Monday evening and the Conference Banquet Dinner at the Einstein Congress on Tuesday, July 24.

Guided tours to the UNESCO World Cultural Heritage Site and the Abbey District of St. Gallen will be available. This tour is not included in the conference registration fee, and therefore is paid separately. For more information please visit the **Venue: Social Program** link on the conference website. For Switzerland travel information, please visit Swiss Tourism's website: <http://www.myswitzerland.ch>.

The **Spouses' Lounge** will offer a place for spouses, significant others, travel companions, and family members to meet, gather and make plans to do fun things in St. Gallen. This will be a great opportunity for them to make new friends and renew acquaintances; we welcome them to the conference! More information will be available on the conference website.

Accommodations and Travel Information A variety of lodging options are available to conference attendees. For detailed information on lodging options, visa information, travel to and within Switzerland as well as to make hotel reservations please visit the conference website.

Please Note The conference program is subject to change. For details and up-to-date information on the conference and schedule, as well as the Conference Registration Form and the Hotel Room Reservation Request Form, please visit the Conference website at <http://conference.systemdynamics.org>.

For more information and updates on these and all conference topics, please visit our website: www.systemdynamics.org

Tentative Conference Schedule

Time	Sunday 22-Jul	Monday 23-Jul	Tuesday 24-Jul	Wednesday 25-Jul	Thursday 26-Jul	
Morning	PhD Colloquium All Day	Registration / Information Desk - All day			Workshops All Day	
		Morning Announcements				
		Conference Opening and Plenary Sessions	Business Meeting Jay W. Forrester Award Ceremony	Plenary Sessions and Presidential Address		
		Chapter/SIG Posters and Break	Refreshment Break			
		Parallel Sessions and Modeling Assistance Workshop				
Mid-day	Policy Council Meeting Registration and Informal Gathering (until 6:30 PM)	Lunch Roundtables Demonstrations Committee, Chapter, SIG Meetings and Other Meetings			Conference Debriefing Meeting	
Afternoon	HPSIG: Health Policy Discussion and Business Meeting	Parallel Sessions			Workshops (continues into afternoon)	
		Refreshment Break				
		Plenary Sessions	Plenary Sessions	Plenary Sessions and Closing Ceremony		
Evening	Reception and Official Welcome by Mayor of St. Gallen	Poster Symposium and Light Buffet	Conference Banquet and Announcements of Awards			

Conference registration process Please complete the conference registration form (see reverse side) and fax or post it to the address indicated. Registrations may also be made by telephone with a credit card. To register and pay online (using PayPal), please visit the conference web page and click on "Submission System Login." Upon receipt of the completed registration form and full payment, a confirmation of registration will be sent. Groups of four or more from the same organization qualify for a 10% discount on appropriate registration fees when registration forms and payments are submitted together.

All attendees, whether presenting or not, must register for the conference. The conference registration fee includes attendance for the registrant at all regular conference functions (all Sessions, Presentations, Workshops and Meetings, Refreshment Breaks, and Social Program Events). A copy of the printed abstract proceedings is included with the registration fee, if indicated on the registration form. The full proceedings including complete papers will be available after the conference on the Society website. No CD proceedings will be distributed. Please purchase a Social Program ticket for your guest(s).

Conference cancellation policy Any cancellation or change in conference registration must be submitted in writing to the Society office. Cancellations on or before June 22, 2012 are subject to a cancellation fee of 50%. Thereafter, no refund will be given; however, a registration may be transferred to a substitute participant.

Member discounts on conference registration fees If you are not a member of the System Dynamics Society and would like to join for the calendar year 2012, apply now and receive the member discount on the conference registration fee. The System Dynamics Society uses a tiered dues structure attuned to income levels.

Income Level	Print and Electronic <i>SD Review</i>	Electronic <i>SD Review</i> only
under \$8,000	\$30	\$15
\$8,000 - \$20,000	\$45	\$35
\$20,000 - \$40,000	\$60	\$50
\$40,000 - \$70,000	\$95	\$85
\$70,000 - \$100,000	\$120	\$110
over \$100,000	\$150	\$140
Income not specified	\$150	\$140

The table to the left shows the different tiers for membership fees. Income used in the determination should be your personal gross (before tax) income converted into US dollars at the prevailing rate of currency exchange. You do not need to disclose the amount of your income to the Society. Simply select the level that is appropriate for you and whether or not you wish to receive, in addition to electronic access, printed copies of the *System Dynamics Review*. Then, add the membership fee to the conference registration form (see reverse side.) The System Dynamics Society is open to all individuals.



See reverse side for Conference Registration Form

Please send registration form and payment to:

(PLEASE PHOTOCOPY THIS FORM AS NEEDED)

Post: Roberta L. Spencer, System Dynamics Society

Milne 300 - Rockefeller College, University at Albany – SUNY, Albany, New York 12222 USA

FAX: +1-518-442-3398 Phone: +1-518-442-3865 E-mail: conference@systemdynamics.org

30th International Conference of the System Dynamics Society
St. Gallen, Switzerland July 22 – 26, 2012

Registration Form

Please type or print CLEARLY your details in the form below.

First Name: _____ Last Name: _____

Salutation (Dr., Ms., Mr. etc.): _____ Familiar first name: _____

(to appear on your badge)

Position or job title: _____

Organization: _____

Postal Address: _____

City/State: _____ Country: _____

Postal Code: _____ E-mail: _____

Telephone: _____ FAX: _____

(country code - area code - local number)

In case of emergency, please contact: Name: _____

Telephone: _____ Relationship: _____

(country code - area code - local number)

Check here if you are a first-time participant at the International Conference of the System Dynamics Society.

Check here to receive a hard copy Abstract Proceedings book in your conference satchel. Full proceedings will be online post-conference.

If you plan to attend the PhD Colloquium event on Sunday, July 22 please visit www.systemdynamics.org/student to register.

Banquet Dinner:

Indicate meal choice, number and name of guest(s).

Dinner Choice	You (no extra charge)	Guest(s) (please purchase a Social Program ticket below)
Non-vegetarian		# and name(s) for badge:
Vegetarian		# and name(s) for badge:

Registration Fees	Quantity	On or before June 20	June 21 through July 12	On or after July 13 and on-site	Subtotal
Member ¹		US\$525	US\$590	US\$735	US\$
Supported Member ²		US\$260	US\$290	US\$365	US\$
Full-time Student		US\$260	US\$290	US\$365	US\$
Non-Member		US\$620	US\$695	US\$870	US\$
Group Discount ³					US\$-
Social Program Ticket for Guest ⁴		US\$165	US\$185	US\$230 ⁵	US\$
2012 Society Membership January 1 – December 31, 2012		Please refer to Membership Fee Table (see reverse side)			US\$
TOTAL PAYABLE					US\$

Payment Details:

Credit card: MasterCard Diners Club
 Visa American Express

credit card number: _____

signature: _____

expiration date: _____

Check enclosed (in US\$ drawn on a US bank payable to System Dynamics Society)

Wire transfer (We will send bank details.) All sending and receiving bank transfer fees/charges are the responsibility of the registrant.

Please note: To register and pay online (using PayPal), please visit the conference page on our website: <http://conference.systemdynamics.org>

¹ Member discounts are for members of the System Dynamics Society. For membership information please contact Roberta Spencer, <office@systemdynamics.org>.

² Current Society members with annual incomes under US\$20,000.

³ Groups of four or more from the same organization qualify for a 10% discount on appropriate registration fees when registration forms and payments are submitted together.

⁴ For anyone NOT registered for the conference. The Social Program ticket permits guest attendance at all of the Social Program events (Reception, Banquet and Buffet); no group discount applies to the Social Program ticket.

⁵ Social Program tickets for guest(s) will be sold on site only if available.

