Pace University

DigitalCommons@Pace

Faculty Working Papers

Lubin School of Business

11-1-1989

A comparative analysis of loading rules for assembly line balancing.

John C. Carter

Follow this and additional works at: https://digitalcommons.pace.edu/lubinfaculty_workingpapers

Recommended Citation

Carter, John C., "A comparative analysis of loading rules for assembly line balancing." (1989). *Faculty Working Papers*. 92.

https://digitalcommons.pace.edu/lubinfaculty_workingpapers/92

This Thesis is brought to you for free and open access by the Lubin School of Business at DigitalCommons@Pace. It has been accepted for inclusion in Faculty Working Papers by an authorized administrator of DigitalCommons@Pace. For more information, please contact nmcguire@pace.edu.

CENTER FOR APPLIED RESEARCH

WORKING PAPERS

No. 82 November 1989

A Comparative Analysis of Loading Rules for Assembly Line Balancing

bу

John C. Carter, Ph.D.
Professor of Management Science
Lubin Graduate School of Business
Pace University, Westchester

and

Fred N. Silverman, Ph.D. Professor of Management Science Lubin Graduate School of Business Pace University, Westchester

THE LUBIN SCHOOLS OF BUSINESS



A COMPARATIVE ANALYSIS OF LOADING RULES FOR ASSEMBLY LINE BALANCING

BY

JOHN C. CARTER Ph.D. AND FRED N. SILVERMAN Ph.D.

<u>Drs. John C. Carter</u> and <u>Fred N. Silverman</u> are professors of management science in the Lubin Graduate School of Business, Pace University, Westchester.

INTRODUCTION

The purpose of this paper is to compare the effectiveness of two loading rules for balancing paced assembly lines. Task times are assumed to be stochastic with known means and variances. The experiment utilizes an efficient line balancing algorithm which incorporates a comprehensive cost function. The operating assumption used here is that the line is stopped whenever a work station is unable to complete its assigned tasks in the cycle time. This remedial action is often appropriate in the production of heavy, complex products for which end of line repair would require major disassembly. The Toyota production system, for example, allows workers to temporarily stop the assembly line through the use of a series of lights.

The assembly line balancing problem has received considerable attention in the literature since its formulation by Bryton (1954). The problem is to assign the smallest feasible work elements to work stations so that all precedence and time constraints are satisfied and an objective function is optimized. This has been accomplished by a variety of methods including linear and dynamic programming as well as heuristic techniques. Because the computational complexity grows geometrically with the number of work elements, the heuristic techniques have been most popular for problems of real-world complexity.

A majority of the research has been concerned with improving the accuracy and efficiency of models for balancing assembly lines. Based on the assumption that task times are known, constant and independent of sequence, the primary objective has been the minimization of assembly man-hours utilized per unit. This is accomplished by minimizing the number of work stations, or equivalently, the total nonproductive time at all stations for a given cycle time. Little attention has been paid to explicitly considering costs other than those for man-hours utilized in balancing the line.

In practice, assembly lines are comprised of tasks whose completion times vary from unit to unit. This means that one or more work stations may not complete their assigned work within the cycle time. Studies of repetitive tasks have shown that completion times are well described by the normal distribution (Dudley 1963, Walker 1959). Like the other work on stochastic line balancing, this paper treats task times as independent, normally distributed random variables with known means and variances. It also assumes that (1) the assembly line is a single paced line with no paralleling, (2) precedence constraints are known and specified, (3) subject to precedence constraints, tasks can be completed in any order, (4) units produced are identical and (5) workers receive equal pay.

Line balancing methods which allow for uncompleted tasks have been of three major types. One approach commonly used in industry is to deterministically assign tasks to any station until the cumulative task time at that station is no more than a fixed percentage (often 90%) of the cycle time (Ingall 1965). A second approach is to assign tasks to any station until the probability of exceeding the cycle time is less than a fixed value (Brennecke 1968, Moodie and Young 1965, Ramsing and Downing 1970, Reeve and Thomas 1973). Although several of these papers mention the importance of balancing the labor and incompletion costs, none shows how to do so.

A third approach takes labor and incompletion costs into account in the process of designing an assembly line. in which repairs are made off-line, Kottas and Lau (1973) developed a balancing heuristic which selects tasks from an updated "marginal desirability list" containing tasks for which expected labor cost equals or exceeds expected incompletion cost. Being an incremental approach, the procedure builds each station in turn without regard to the potential system's benefit of assigning a currently desirable task to a different station. In a second paper, the same authors (1976) presented a total cost model for evaluating any The model is based on identifying all proposed design. incompletion combinations, their probabilities and expected total In their third paper, Kottas and Lau (1981) use a probabilistic procedure to generate many promising designs and select the best of these by applying the cost model in their second paper. This approach to assembly line balancing, when uncompleted tasks are prepared off-line, is similar to the one presented by Silverman and Carter.

In this paper the total costs of operating the assembly line are calculated for each candidate line design generated, so that a balance can be selected which directly minimizes these costs. This is accomplished by developing a stochastic cost function which represents the total cost of producing one unit and includes both the standard operating costs as utilized in the deterministic case and costs associated with not completing all assigned tasks at a station. A heuristic algorithm then assigns tasks to stations so as to approximately minimize these total costs.

EVALUATING THE COST FUNCTION: THE LINE BALANCING ALGORITHM

This section of the paper describes an algorithm for obtaining a balance using stochastic work times and approximately minimizing the total cost function. This line balancing algorithm generates a large number of line layouts, each of which is evaluated by computing the value of the expected total cost.

Work done by Mastor in evaluating heuristic line balancing algorithms led to the modification of the Arcus technique for use

in this research (Arcus 1963, 1966, Mastor 1970, Silverman and Carter 1984). The modified algorithm works by first generating a list of tasks whose precedence constraints have been satisfied (the precedence list). From this list, a fit list is generated to include all tasks that will fit into the station such that the conditions of the loading rule are not violated. Tasks are selected at random from the fit list for assignment to the station. After each task is assigned, the precedence list and fit list are When the fit list is empty, a new station is started. After all tasks have been assigned, the total cost of the balance is calculated using the stochastic cost function. The procedure is repeated a predesignated number of times with various threshold levels used for calculation of the fit list. The lowest cost balance is retained as the "best."

Research Question

The research question for this paper was whether the station loading rule had any effect on the ability of the line balancing algorithm to find an approximately lowest cost balance.

The first loading rule (the percent rule) disregards task time variance in determining tasks eligible to enter a station. A task is eligible if the station's cumulative mean (the sum of the means for assigned tasks) would be no more than some percentage of the cycle time. This means that if two tasks with the same means are being considered for a station, the choice will be made randomly, even if one has a much larger variance than the other. A line design produced by this rule could well have many stations which have a high probability of exceeding the cycle time, even if the station means are well balanced.

The second loading rule (the probability rule) utilizes both the task means and variances in determining which tasks are eligible to be included in the fit list. A task is eligible if the probability of the station completing all tasks, including the one under consideration, within the cycle time is greater than a Thus, high variance tasks would be less likely specified value. to be eligible than lower variance tasks with the same mean. Line designs with high probabilities of exceeding the cycle time are precluded. Therefore, more designs of a "higher quality" can be generated within a given number of trials. The consequence of evaluating variance in addition to mean times is to force a more uniform allocation of slack capacity. The probabilities of stations completing their assigned tasks are balanced rather than mean times being balanced. Such lines will be perceived by workers as being more equitable.

Each line generated has its cost evaluated. Given a finite number of lines generated (800 for the 70 task problem and 400 for the 45 task problem), many will be high-cost lines. By precluding these high cost lines, there will be more opportunities to evaluate

other candidates and thus potentially find a better design.

The above reasoning suggests that the probability rule can be expected to perform better because it explicitly considers the task time variances in the generation of line design candidates. Furthermore, applying tighter constraint on the selection of tasks to be included in a work station should produce yet better results. In a given run, the algorithm has only a finite number of lines it can generate. If those lines are of the highest quality, then there is more chance of identifying a design which is closer to the true optimum.

The cost of adding a work station is a major cost in assembly line design. For a given number of stations, the best design is the one which minimizes the cost of exceeding the cycle time or probability.

Lowering the percent and probability thresholds increases the constraint on the allocation process. It becomes harder and harder to find tasks to fit into a station as this constraint increases. At some point it becomes necessary to add a new station to accommodate all tasks. At that point there is a large increase in total cost. Prior to reaching that point, however, the balance of tasks across stations is more and more uniform, thus tending to reduce the cost of exceeding the cycle time. So the tighter the constraint, the lower the expected total costs.

Hypotheses

The above analysis gives rise to the following three hypotheses to be tested:

- 1. The probability rule will find a lower cost balance than the percent rule.
- 2. The tighter the constraint imposed by the percent threshold for a given number of stations, the lower the cost of the best design found.
- 3. The tighter the constraint imposed by the probability threshold for a given number of stations, the lower the cost of the best design found.

EXPERIMENTAL DESIGN

The purpose of the experiment was to identify the lowest cost balance for a given set of parameters as efficiently as possible. A binary search procedure was utilized for the maximum-probability rule and for the percent-of-cycle-time rule to determine the number of iterations required to find the lowest cost balance. The minimum costs and number of iterations were compared for each rule.

In this experiment, the 70 task example of Tonge and the 45 task of Kilbridge and Wester were used. The 70 task problem was derived from an actual assembly line and reflects a large degree of flexibility in assigning tasks to stations. The lowest cost balance was found for each of 8 cases in the Tonge problem and for each of 12 cases in the Kilbridge and Wester problem in order to compare the procedures. On the average, 12 runs were required to create the minimum cost for each case.

The following parameters were used:

Rules

Maximum-probability rule. Percent-of-cycle-time rule.

Overtime Repair Rates

- 1.5 times the standard labor rate low overtime rate
- 2.0 times the standard labor rate medium overtime rate

Coefficient of Variation

- 10% of Task Mean low variance
- 25% of Task Mean medium variance
- 50% of Task Mean high variance

For each set of parameters, a binary search was utilized to determine the best probability value (p-value) or best percent of cycle time. The stochastic line balancing algorithm was used to balance the line and calculate the costs for each balance.

Binary Search Procedure

The objective of the binary search procedure is to find the probability value or percent of cycle time which yields the lowest cost balance. The first step is to use a sample of five trials across the full range of reasonable values. These range from a low p-value of .50 which effectively ignores task variance to a high p-value of .999 which results in 99.9% chance of completing all tasks in a work station. The value associated with the lowest cost balance is selected as a starting point.

In general, the incremental cost of adding a station to the optimum number of stations as found in step 1 is higher than the savings obtained through the reduction in the probability of exceeding the cycle time. Thus, step 2 attempts to increase the p-value or decrease the percent of cycle time without increasing the number of stations. This is accomplished by averaging the values (p-value or percent of cycle time) for the lowest cost balance and the balance requiring the next higher number of stations.

Step 3 is to continue the process by averaging the p-values or percents of cycle times in such a way as to not allow the number of stations to increase. For the probability rule, the highest p-value for the selected number of stations is averaged with the lowest p-value for the next higher number of stations. For the percent rule, the lowest percent for the selected number of stations is averaged with the highest percent for the next higher number of stations. The entire process concludes when no improvement in cost can be obtained.

The entire process is illustrated in Example 1.

RESULTS AND CONCLUSIONS

The first hypothesis was that the probability rule will find a lower cost balance than the percent rule. The results for the 45 task problem are shown in Table 1 and those for the 70 task problem are in Table 2. In the 45 task case, the probability rule arrived at a lower cost balance in both low variation (CV=0.1) cases and for the double time overtime rate in the high variation case (CV=0.5). In the other three cases, however, the percent rule prevailed. Of the four cases investigated for the 70 task problem, three supported the hypothesis. In all cases, the difference in lowest costs is very small, so both loading rules found comparably good balances. In conclusion, the first hypothesis has not been confirmed.

The second and third hypotheses tested in this research were that the tighter the constraint imposed by the two loading rules for a given number of stations, the lower will be the cost of the best balance. The graphs in Appendix I show the results for the 45 task problem. Total costs declined monotonically as constraint increased (i.e., the allowed percent decreased) in 5 out of the 6 cases. This did not happen in the high variation (CV=0.5), low overtime rate (1.50 x normal) case. The hypothesis is supported by these results but certainly not confirmed.

The results for the 45 task problem using the probability rule do not favor the hypothesis. As constraint increases (probability increases), costs fall monotonically in only one of the 6 cases.

The results for the 70 task problem shown by the graphs in Appendix II are not supportive of the hypothesis. In the four cases for both loading rules, costs first fall and then rise as constraint increases.

Implications

The disappointing results of the experiment suggest that either the hypotheses are untrue or the experiment itself was flawed. The authors believe that the logic underlying the hypotheses is sound. Therefore, the next step will be to carefully validate the simulation model; in particular, to ensure the

randomness of the process of selecting tasks from the "fit list." Another possible cause of the inconsistency between hypotheses and results is an inadequate run size. Perhaps 400 and 800 runs, respectively, in the 45 task and 70 task problems is insufficient to allow the outcomes expected under the hypotheses.

Table 1
Cost Comparisons for the 45 Task Problem

		Loading Rule	Over Ra	
¥		Constitution to the second	1.5	2.0
Coef of Var	.10	% P % P	623.05 622.97 692.61 692.72	623.73 623.63 716.48 716.63
	.50	p %	875.66 861.41	936.41 933.34

Table 2

Cost Comparisons for the 70 Task Problem

		Loading Rule	Over Ra	
			1.5	2.0
Coof	.10	% .p	4207.5 4195.0	4260.0 4245.0
Coef of Var	.25	p p	5225.0 5230.0	5600.0 5550.0

EXAMPLE 1

MAXIMUM PROBABILITY THRESHOLD ILLUSTRATION OF BINARY SEARCH PROCEDURE

TO GKESS FIT LIST IF ITS INCLUSION INTO THE WORK STATION PROBABILITY OF EXCEEDING THE CYCLE TIME A PREDETERMINED THRESHOLD. A TASK ENTERS THE WILL NOT CAUSE THE LOADING RULE:

		Ie.	Ie. MSTATION		N t:	D.	747.09	"	USTATION = \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	tasks	10			
			/ HK 2 3 1 10 L 1)		- ! -		,						Objective:	
		,	ASTATUS +		ZP JSTATION	No	e) v						MEED THE HIGHEST	
									1	9	(3)	(b) (c)	P.VALUE NHICH	
	STEP 1.	FIND	FIND OPTIMAL	BALAN	BALANCES FOR	11 Q		0.50	.625	.755	.875	. 599	WILL NOT INGREASE	
		WHICH	WHICH IMPLY Z V	VALUES OF	OF			0	. 32	89.	1.15	3.08	THE NUMBER OF	
		PRODUCES	2			n:		6	6	0/	11	+1	STATIONS	
		AND COSTS	2730			<i>≈</i>	985.	لم	947.	486	953	1356		
1	1 STEP 2.	IDENTIF	IDENTIFY P-VALUE FOR LOUEST COST	1 yay 1	OUTST COS	۲		,		* \ @:	*			
0		BALANCE	BALANCE - AND THE # OF STATIONS. (*)	# OF SI	ATIONS.	∵		<u>α</u>	P-VALUS	7/8.	n			
		FIND THI	FIND THE AVERAGE P-VALUE FOR THIS	P-VAL	US FOR THI	745			₹ H	£8. ≡			14	
	SW	BALANCE NEXT H	BALANCE AND THE BALANCE REMOVER (**) NEXT HIGHER # OF STATIONS (**)	STATION	(**) 50				£ \$8	928.				
	5 6323	CONTINU	CONTINUE THIS PROCESS. AVERAGE THE HIGHEST	OCESS.	AVERAGE	THE H	GHSST							
	3	P-VALUE	P-VALUE FOR THE SELECTED # STATIONS (10)	SELECT	ED # 5747) snow	(0)							

11,958

(8) 11, 960

.7930 (.82) 11, 963

10, 934

· 7812 (78)

,75 (.68) ,0, 937

AND THE LOWEST P-VALUE FOR NEXT HIGHER

(11) ZNOTATIONS #

10,935

(18.) 11bt.

10, 934

LOWEST COST BALANCE FOUND

REFERENCES

- Arcus, A., "An Analysis of a Computer Method of Sequencing Line Operations," Ph.D. diss., University of California, Berkeley, 1963.
- Arcus, A. "COMSOAL: A Computer Method of Sequencing Operations for Assembly Lines" in E. Buffa (Ed.), Readings in Production and Operations Management, Wiley, 1966.
- Brennecke, D., "Two Parameter Assembly Line Balancing Model," in Models and Analysis for Production Management, M. Hottenstein (Ed.), International Textbook Co., 1968.
- Bryton, B., "Balancing of a Continuous Production Line," Master's thesis, Northwestern University, 1954.
- Dudley, N. A., "Work Time Distributions," <u>International J. of</u> <u>Production Research</u> 2, 2 (1963).
- Ignall, E., "A Review of Assembly Line Balancing," J. Industrial Engineering 16, 4 (1965).
- Jackson, J., "A Computing Procedure for a Line Balancing Problem," Management Science 2, 3 (1956).
- Kottas, J. K., and H. S. Lau, "A Cost Oriented Approach to Stochastic Line Balancing," <u>AIIE Trans</u>. 5, 2 (1973).
- and _____, "A Total Operating Cost Model for Paced Lines with Stochastic Task Times," AIIE Trans. 8, 2 (1976).
- and ____, "A Stochastic Line Balancing Procedure," International J. Production Research 19, 2 (1981).
- Kilbridge, M., and L. Wester, "A Heuristic Method of Assembly Line Balancing," J. Industrial Engineering 12, 4 (1961).
- Mastor, A., "An Experimental Investigation and Comparative Evaluation of Assembly Line Balancing Techniques, "Management Science 16 (1970).
- Mitchell, J. "A Computational Procedure for Balancing Zoned Assembly Lines," Research Report No. 6-94801-1-R3, Westinghouse Research Labs. (1957).
- Moodie, C., and H. Young, "A Heuristic Method of Assembly Line Balancing for Assumptions of Constant or Variable Work Element Times," J. Industrial Engineering 16, 1 (1965).
- Ramsing, K., and R. Downing, "Assembly Line Balancing with Variable Element Times," <u>Industrial Engineering</u> (Jan. 1970),

Reeve, N. R., and W. H. Thomas, "Balancing Stochastic Assembly Lines," <u>AIIE Trans.</u> 5, 3 (1973).

Silverman, F., and J. Carter, "A Cost Effective Approach to Stochastic Line Balancing with Off-Line Repairs," J. Operations Management (Feb. 1984).

and ____, "A Cost-based Methodology for Stochastic Line Balancing with Intermittent Line Stoppages," Management Science 32, 4 (1986).

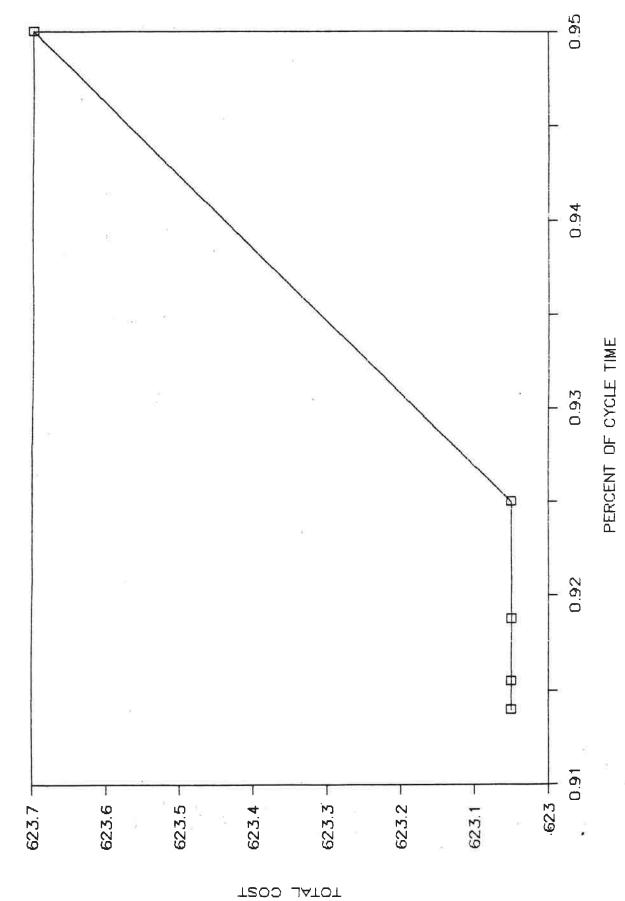
Tonge, F., "Summary of a Heuristic Line Balancing Procedure, "Management Science 7, 1 (1960).

Walker, J., "A Study of Elemental Independence in Work Cycles," Master's thesis, Georgia Institute of Technology, 1959.

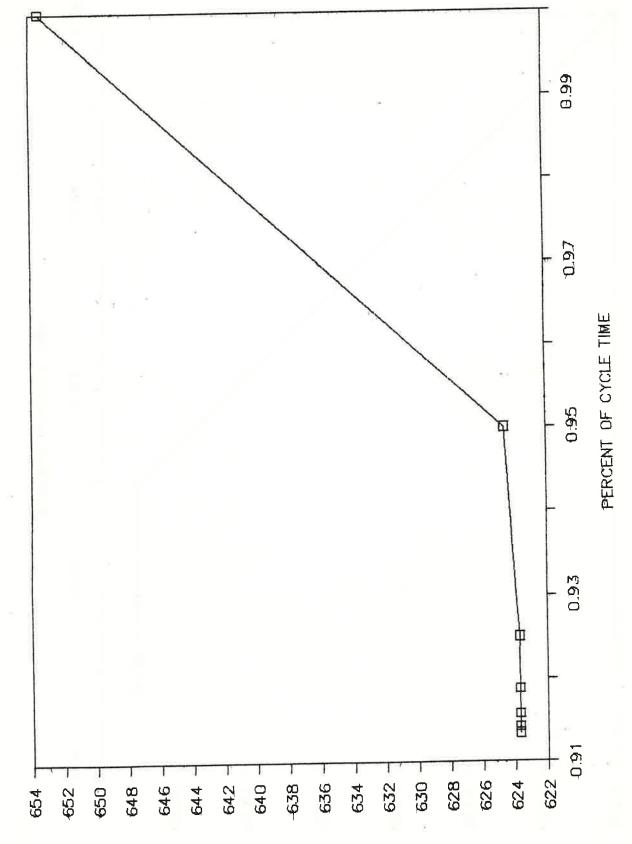
2 K

APPENDIX I

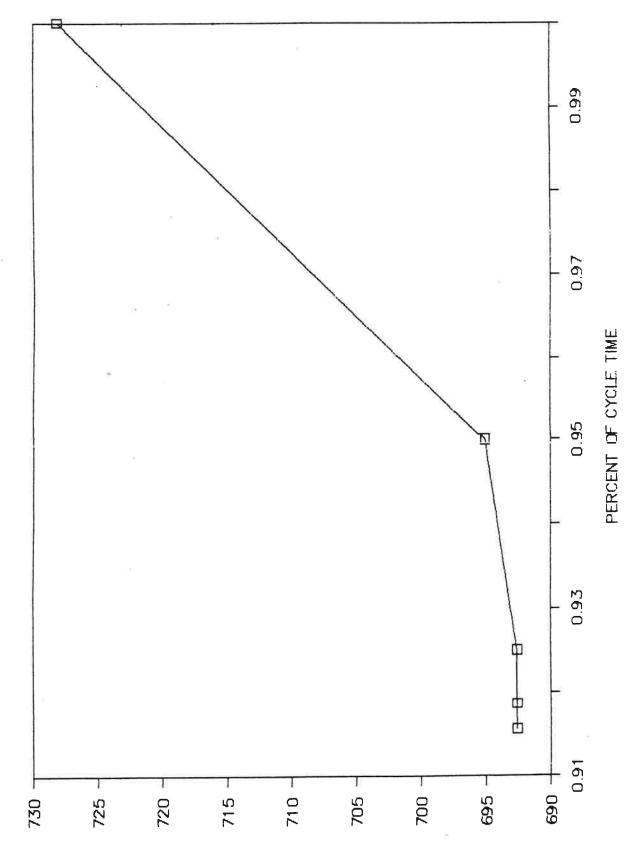






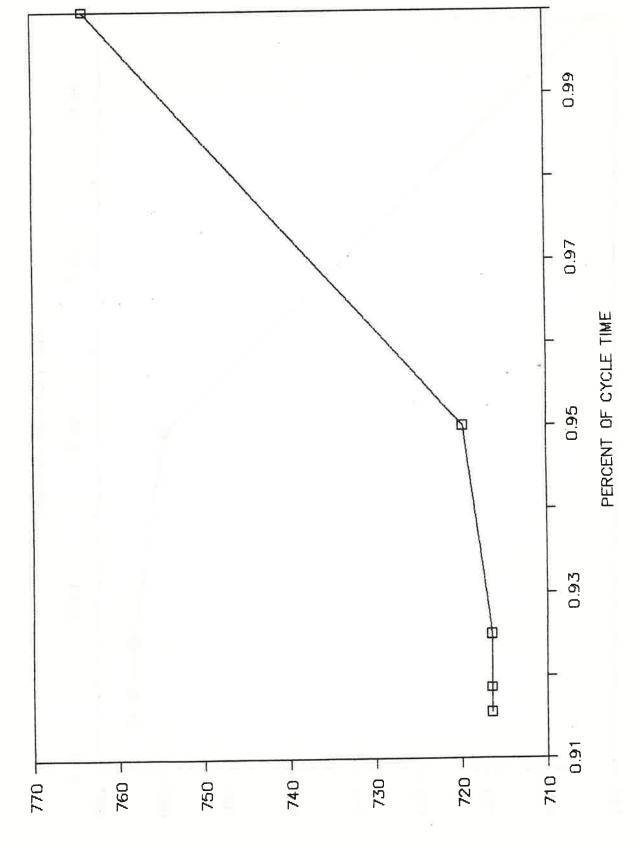


TOTAL COST



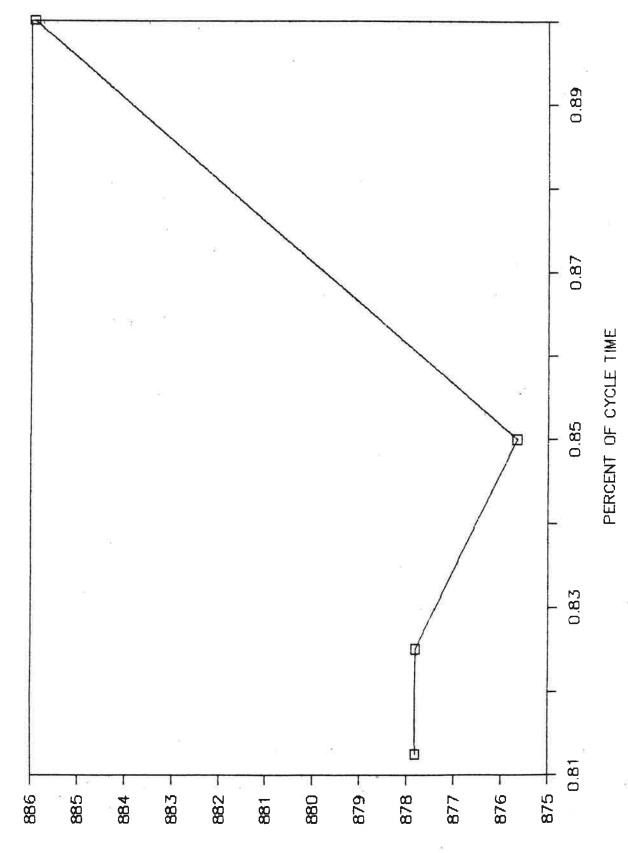
TOTAL COST





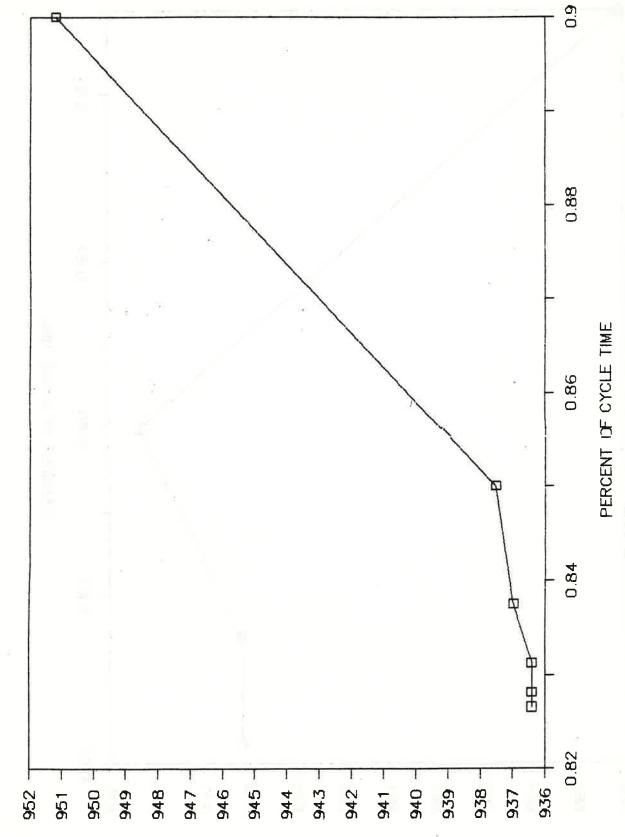
TEOD JATOT





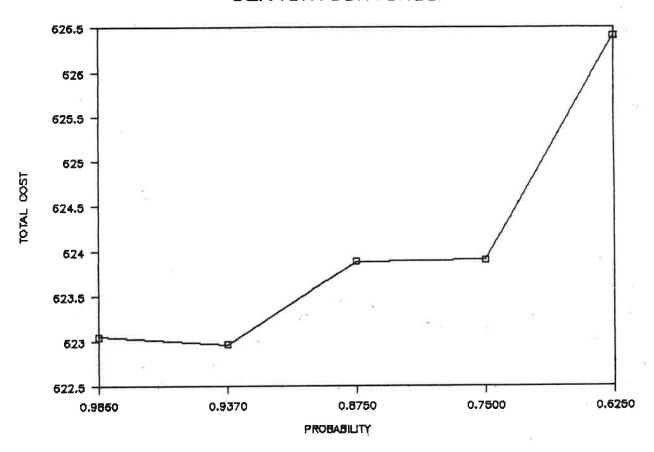
TOTAL COST



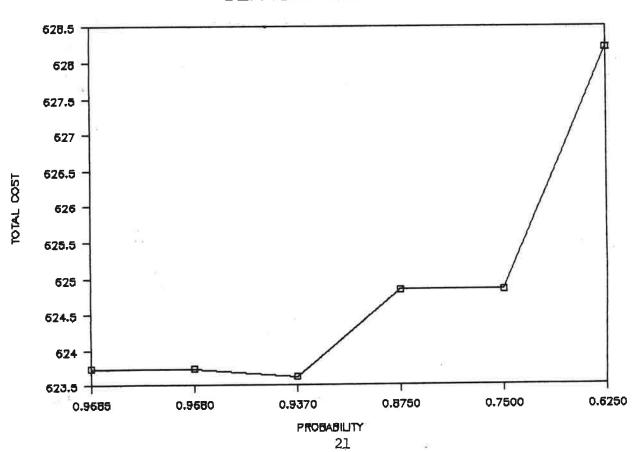


TOTAL COST

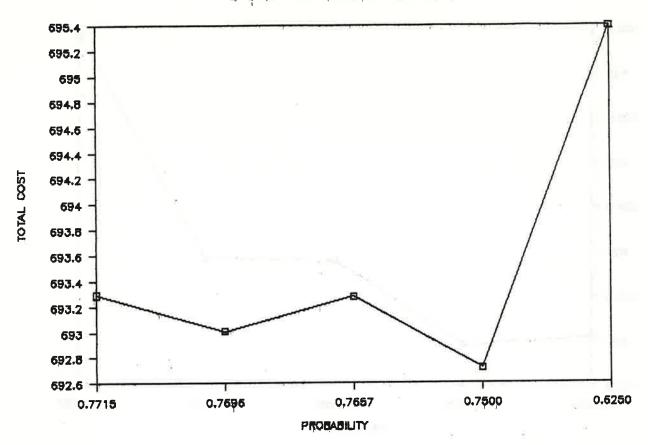
C2A45X150X10X09



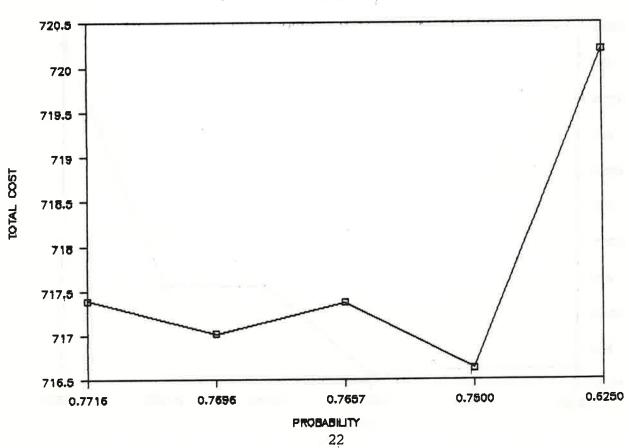
C2A45X200X10X09



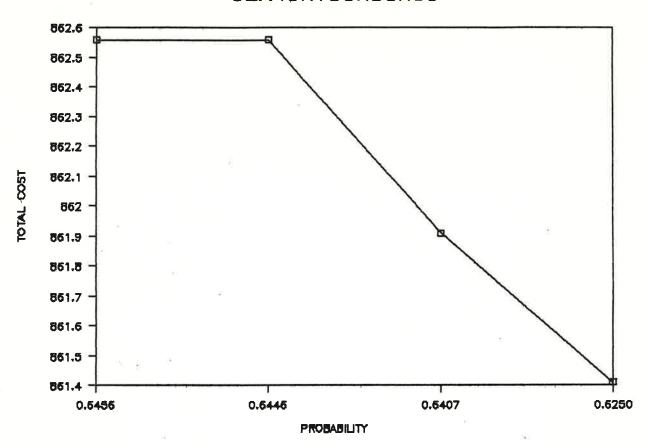
C2A45X150X25X09



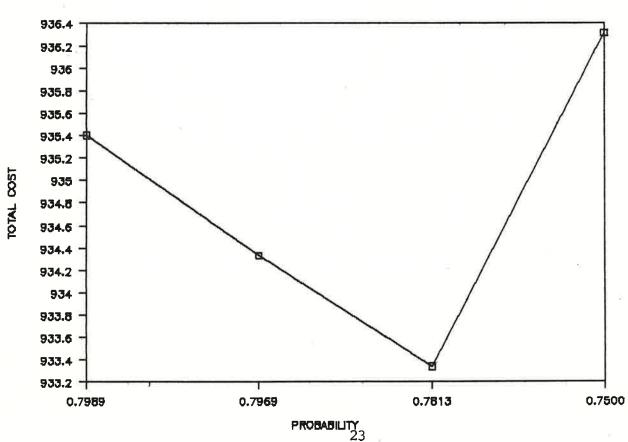
C2A45X200X25X09



C2A45X150X50X09

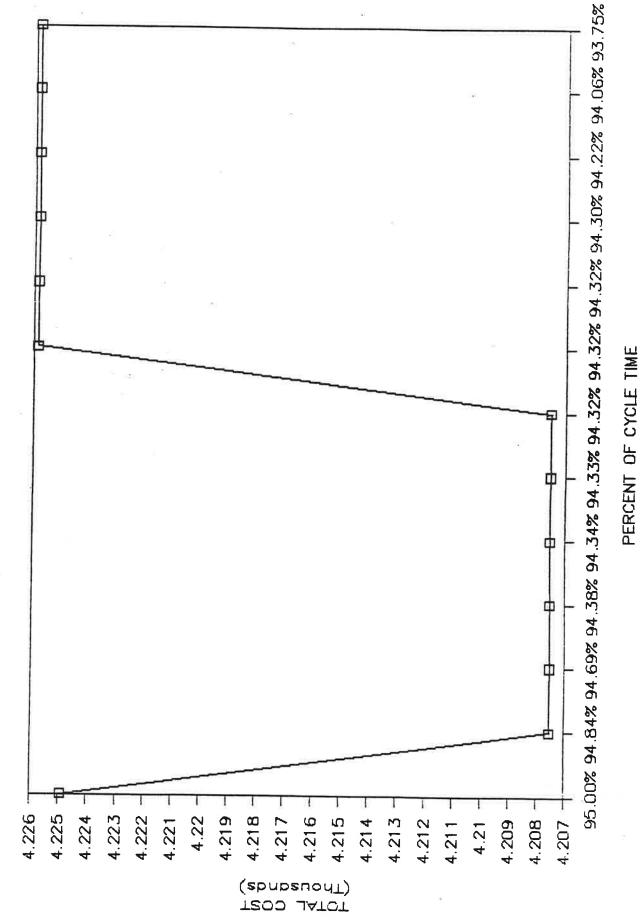


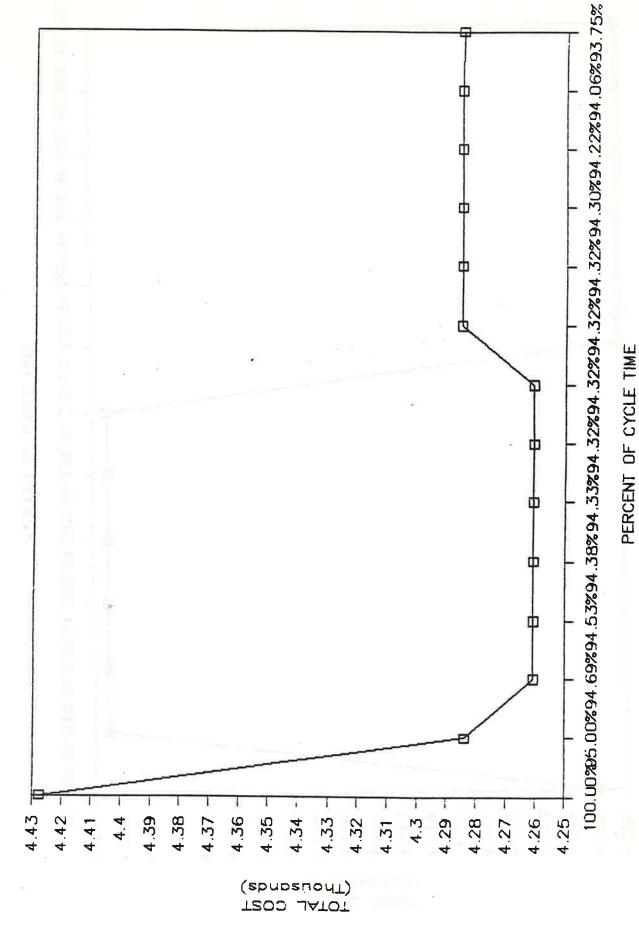
C2A45X200X50X10

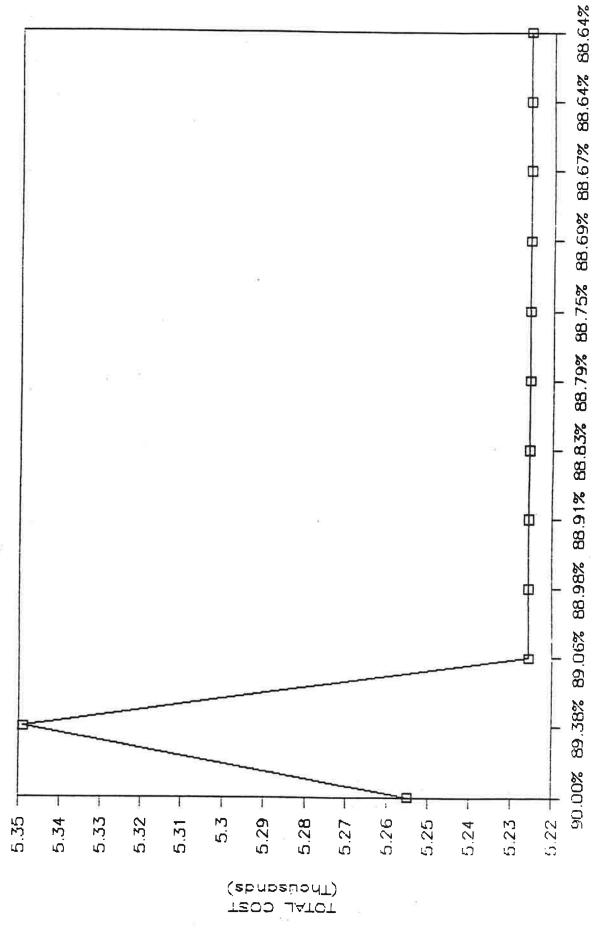


APPENDIX I

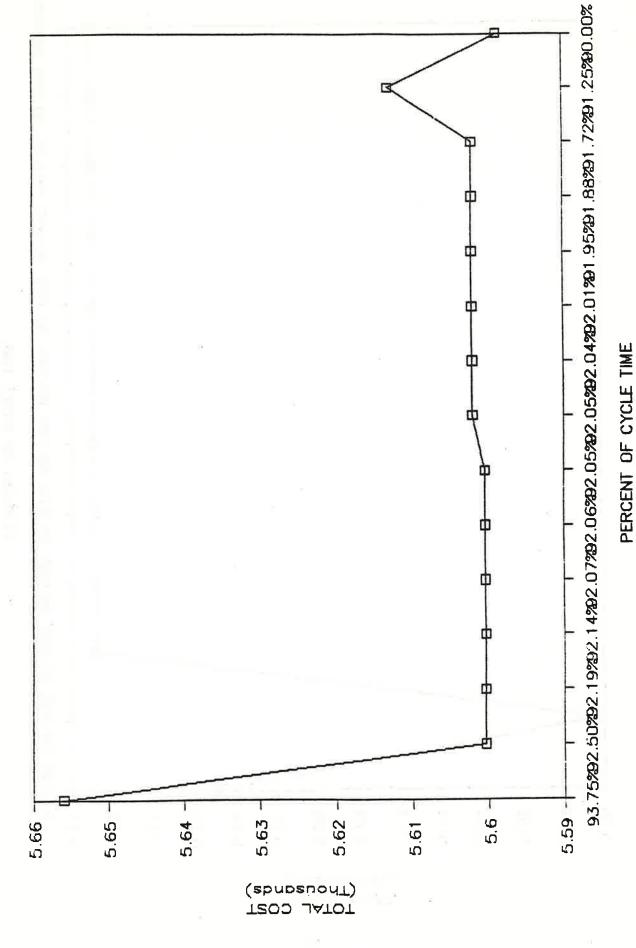


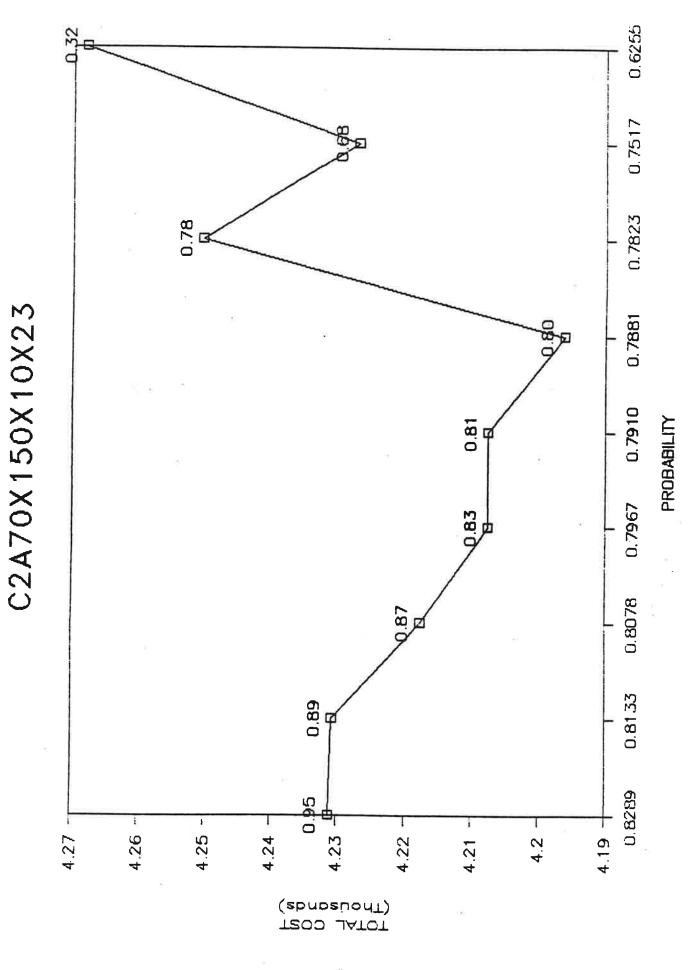




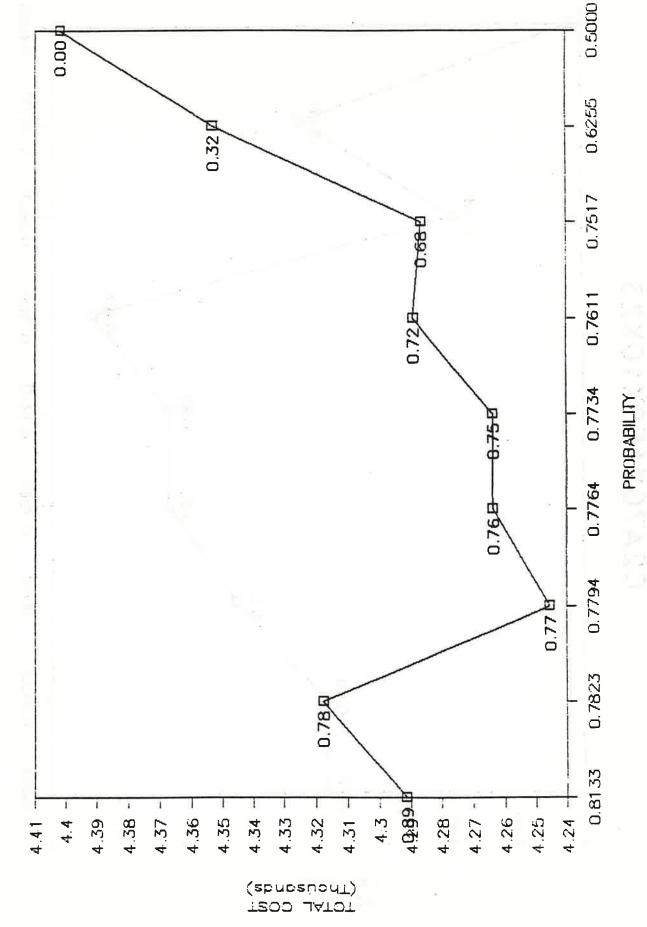


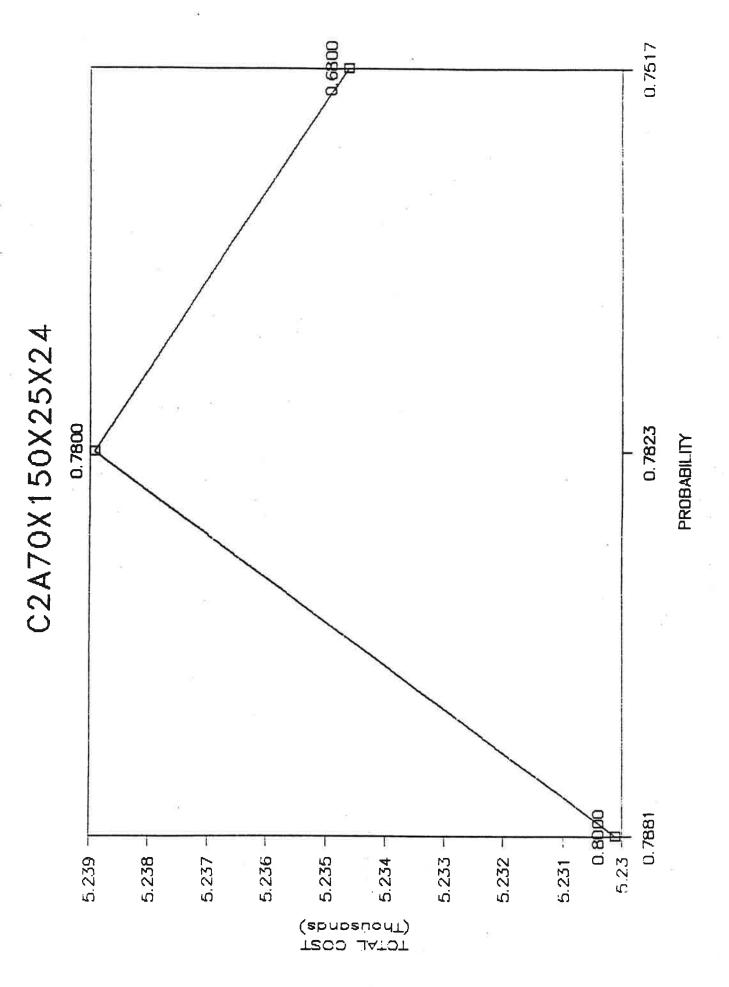
PERCENT OF CYCLE TIME



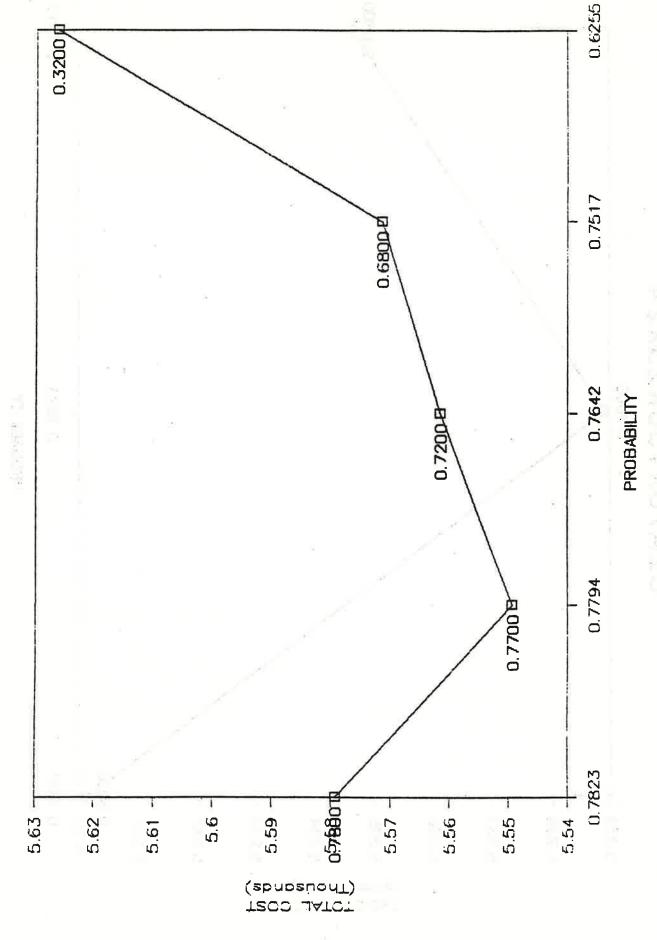


C2A70X200X10X23





C2A70X200X25X24



Listed below are some of the most recent publications issued by the Center for Applied Research. Apply to the Director, Center for Applied Research, for single copies. Associate Membership in the Center is also available (\$25 annually) which entitles the subscriber to free copies of all new Center publications.

WORKING PAPERS

Number

- Jack Yurkiewicz

 <u>The Mystery of Linear Programming Explained: A Conversation with Sir Sherlock Holmes as Recounted by John H. Watson, M.D.</u>: February 1988
- Martin T. Topol, Mel Fisher, and Myron Gable

 Changing Demographics and Retail Investment Decisions: A Macro-Level Perspective: February 1988 (Presented at the Annual Spring Conference of the
 American Collegiate Retailing Association, Minneapolis, MN, April 1987)
- 69 Ira J. Morrow and Mel Stern

 <u>Profiling Superior, Average, and Poor Performers in a Management Assessment</u>

 <u>Program: April 1988</u>
- 70 Rudy A. Jacob and Seth Grossman

 The <u>Time-Series Behavior and Informational Content of Selected Cash Flow Variables:</u> May 1988
- 71 Edmund H. Mantell
 Statistical Determination of the Optimal Foreign Exchange Hedge Ratio:
 June 1988
- 72 Hubert J. Dwyer and Richard Lynn

 The Estep T-Model: A Note: July 1988
- Joseph T. Salerno and Robert Batemarco

 <u>SME: A New Measurement of the U.S. Money Supply: November 1988</u>
- 74 Victor Glass and Ellen Susanna Cahn
 <u>A Queuing Model of the Organizational Hierarchy</u>: December 1988
- 75 Harold Oaklander

 <u>What Business Managers Need to Know About the Workers They Lay Off: A Longitudinal Case Study: December 1988</u>
- 76 Peter Allan

 <u>Over 40 and Out of Work: Experiences of Older Unemployed Managers and Professionals: December 1988</u>
- 77 William C. Freund

 Electronic Trading and Linkages in International Equity Markets: January
 1989

- 78 Christian N. Madu

 <u>A Metamodeling of the Technology Transfer Process</u>: February 1989
- 79 Robert S. Lee

 <u>Market Dynamics Analysis and Multiple Segmentation</u>: April 1989
- 80 Walter G. Antognini

 The State Tax Trap Involving S Corporations: May 1989
- Raymond H. Lopez and William Turner

 <u>Credit Union Developments and Performance in the 1980s</u>: June 1989
- John C. Carter and Fred N. Silverman

 <u>A Comparative Analysis of Loading Rules for Assembly Line Balancing:</u>

 November 1989
- Zaki M.F. El-Adawy

 <u>A Model for Restructuring State Owned Corporations or Public Enterprises</u>

 <u>in Egypt</u>: November 1989

REPRINTS

- Robert S. Lee and Jacob Cohen

 A Review of STATGRAPHICS and STATGRAPHICS Update: January 1988

 (Multivariate Behavioral Research, vol. 22, no. 1, January 1987 and no. 3, July 1987)
- Diane Krusko and Robert R. Cangemi

 The Utilization of Project Management in the Pharmaceutical Industry:

 January 1988
 (SRA, Journal of the Society of Research Administrators, Vol. XIX, No. 1,

 Summer 1987)
- Steven P. Schnaars and Martin T. Topol

 The Use of Multiple Scenarios in Sales Forecasting: June 1988

 (International Journal of Forecasting, Wharton School of Business,
 University of Pennsylvania, 1987)
- Thomas J. Griffin

 Assessement of the Caribbean Basin Initiative by Caribbean Entrepreneurs:

 October 1988

 (Proceedings, Fourth Symposium on Hispanic Business and Economy, November 1987)
- Robert S. Lee

 The Politics of Advertising Research: December 1988

 (American Business Review, University of New Haven, Vol. 6, No. 2, June 1988)

- (The CPA Journal, April 1985)
- Pelis Thottathil

 The Internal Transfer of Income from Exporters to Importers Within a

 Foreign Exchange Control Regime: An Indian Case: December 1988

 (Applied Economics, Vol. 20, 1988)
- Martin T. Topol and Myron Gable

 Job Satisfaction and Machiavellian Orientation Among Discount Store

 Executives: February 1989

 (Psychological Reports, Vol. 62, 1988)
- Myron Gable and Martin T. Topol

 <u>Machiavellianism and Job Satisfaction of Retailing Executives in a Specialty Store Chain</u>: May 1989

 (Psychological Reports, Vol. 64, 1989)
- Arthur L. Centonze

 Quasi-Economic Locational Determinants of Large Foreign Headquarters: The

 Case of New York City: May 1989

 (Economic Development Quarterly, Vol. 3, No. 1, February 1989)
- Martin T. Topol and Myron Gable

 <u>A Teaching Module: Introducing Direct Marketing into the Retailing Course:</u>

 June 1989 (<u>Retailing: Its Present and Future, Special Conference Series</u>,

 Vol. IV, 1988)
- Marc N. Scheinman

 <u>Captive Imports' Growing Significance in Marketing Strategies of the U.S.</u>

 <u>Big Three</u>: June 1989

 (<u>Proceedings of the 4th IMP Conference</u>, Vol. 2, University of Manchester, September 1988)
- Joseph M. Pastore, Jr.

 <u>Developing an Academic Accreditation Process Relevant to the Accounting Profession</u>: June 1989

 (<u>The CPA Journal</u>, May 1989)

REPRINT CLASSICS

Leon Winer
Are You Really Planning Your Marketing?: March 1988
(Journal of Marketing, Vol. 29, No. 1, January 1965)

CASE STUDIES

Rita Silverman and William M. Welty

<u>Mainstreaming Exceptional Students: A Series of Cases: April 1988</u>

INSTITUTE FOR GLOBAL BUSINESS STRATEGY

Working Papers

Warren J. Keegan and William D. Trotter

The Global Business Strategy Framework: March 1989

MBA PAPERS OF DISTINCTION

Vol. IX, No. 1: February 1989
David S. Kogan

<u>A Study of Credit Unions and Their Investment Portfolios</u>

Vol. X, No. 1: November 1989
Naresh Belwal
Leveraged Buyouts (LBOs)