

## Group model building

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Explore the connections between how management are perceived and the value of stock reflected by the market in this short introduction to Group Model Building based on a simple concept model and your views captured using a couple of scripts from the latest Scriptapedia publication to add essential detail. Work alongside others from different backgrounds to discover what might affect the stock price as the manufacturing case study plunges from one crisis to the next. Come along, contribute your ideas and enjoy the session (further resources to be made available online prior to the conference).

**Dave Carter** is a PhD scholar at Graduate School of Management within Plymouth University's Faculty of Business. He has published in high impact journals, read by industry as well as academics, on aspects of participative model construction and the benefits that can be derived from appreciating complexity in groups. He has previously researched improvements for balancing demand on police services against the supply of resources. His work has revealed the fallacy of previous strategies designed to reduce waste and now suggests that new resourcing strategies - those that can be tested in a dynamic environment - may now be necessary for many of the UK Home Office forces facing omnipresent reductions. Only through understanding dynamic complexity can systemic issues be addressed effectively: those wicked problems that frequently lie below recurrent patterns of observable behaviour. David is currently researching new causal theory explaining the dynamic problems of K12 enrolment alongside multiple agencies from the public sector.

**Dr Jennifer Morgan** is a research associate at Cardiff University School of Mathematics, working as an embedded OR modeller in Cardiff and Vale University Health Board. Her current project involves developing mathematical models to improve data quality and data capture and inform dynamic demand and capacity modelling. Previous research experience includes the development of System Dynamics and Discrete Event Simulation models for a range of operational and strategic problems in Healthcare and Public Health. Her research interests lie in the process of model development to facilitate the construction of appropriate and useful models to inform decision makers, facilitated modelling of healthcare systems and mixed method modelling.