

Program Chair's Message

by Mike Parent, Program Chair, Utah State University



The following numbers partially tell the story of the 1998 Decision Sciences Institute Annual Meeting in Las Vegas. Nearly 2,200 of you authored or co-wrote papers, submitted workshop proposals, or offered to lead panels or tutorials. These were distributed to 21 track/theme chairs who invited workshops, tutorials, panels and papers equivalent to an additional 50 sessions. These track/theme chairs organized a peer review process involving over 300 of our colleagues, most of whom have volunteered to participate in the conference as discussants and session chairs. Additionally, several hundred of us will be involved in the annual DSI competitions and professional activities: the case studies workshop/competition, the doctoral dissertation competition and consortium, the instructional innovation award competition, curricular issues miniconferences and the academic administrator program, the new faculty development consortium, and professional development program. Of course, placement and academic recruiting continue to present important annual conference opportunities for the DSI membership and academic institutions.

Given the level of participation in this year's annual meeting and the availability of breakout rooms at Bally's Hotel, scheduling has been difficult. We are using nearly every room available to us from Sunday morning through Tuesday afternoon. Many of our colleagues have accessed the DSI web site to review the preliminary program. Between the publication of the preliminary and final programs, we will continue to update the program, particularly the Saturday activities as well as descriptions of the many workshops/panels and tutorials scheduled Sunday through Tuesday. Consistent with the purpose of the Institute to provide a forum for the sharing of technological advances across disciplines in a global environment, many of the sessions merge the interdisciplinary and inter-

national themes involving industry through cases and direct involvement of practitioners. (See the DSI website at <http://dsi.gsu.edu>.)

An undertaking of this magnitude, which spans a couple of years, doesn't materialize without the substantial efforts and contributions of many of our colleagues. Specifically, credit is due to those in the DSI home office, articulated through the Program Committee, those who supported the track and theme chairs as reviewers, chairs and discussants, and my colleagues at Utah State University: Ken Bartkus, proceedings coordinator; Dick Jenson, associate program chair; and Valerie Call, my secretary, who (as past program chairs will attest) is the glue holding the entire effort together. As program chair, I have been the main beneficiary of these efforts, including access to the ideas and issues presented in your manuscripts and proposals. I look forward to thanking all of you in November.

The home office staff, program committee and I still have some work to do in preparation for the 29th Annual Meeting. However, at this time, we are confident that the content of this year's program, complemented by many exhibitors, is an intellectually stimulating contribution to our profession awaiting your participation. ■

DSI Proceedings abstracts and links to full papers

Authors of papers for the 1998 DSI Proceedings have many opportunities to highlight their research on the Web this year. Not only can authors e-mail their abstracts so that the information can be linked to the Web-based proceedings, authors can also post their full papers on their own home pages and e-mail the URL address to the Home Office for a link with the DSI Web proceedings. You'll find more information on HTML abstracts and links on the DSI website at <http://dsi.gsu.edu>.

1998 ANNUAL MEETING COORDINATORS

Program Chair

Michael Parent
Department of Business
Administration
College of Business
Utah State University
Logan, UT 84322-3535
Phone: (435) 797-2360
Fax: (435) 797-3995
email: mp@b202.usu.edu

Associate Program Chair

Richard Jenson
School of Accountancy
Utah State University
Logan, UT 84322-3540
Phone: (435) 797-2335
Fax: (435) 797-1475
email: rj@b202.usu.edu

Proceedings Coordinator

Kenneth Bartkus
Department of Business
Administration
College of Business
Utah State University
Logan, UT 84322-3510
Phone: (435) 797-3891
Fax: (435) 797-2634
email: kb@b202.usu.edu

Local Arrangements Coordinator

Lawrence Dandurand
Marketing/Beh-416
University of Nevada-Las Vegas
Las Vegas, NV 89154-6010
phone: (702) 895-3591
Fax: (702) 895-4854
email: lorenzo@nevada.edu

Job Placement Coordinator

Gary Klein
College of Business and
Administration
University of Colorado
at Colorado Springs
1420 Austin Bluffs Parkway
P.O. Box 7150
phone: (719) 262-3157
Fax: (719) 262-3494
e-mail: gklein@mail.uccs.edu

1998 DSI Annual Meeting Award Winners and Finalists

Best Paper Award Winners

Best Application Paper

A Decision Support Tool for Allocating Hospital Bed Resources [DS9-T4]

Steven Walczak, University of Colorado at Denver

Best Environmental Issues Paper

The Impact of Goals on the "Values-Attitudes-Behaviors" Framework [EI4-M4]

Ingrid M. Martin, University of Colorado
Holly Wise Bender, Colorado School of Mines
Wade E. Martin, Colorado School of Mines
Deborah Shields, USDA Forest Service

Best Interdisciplinary Paper

An Alternative Approach for Solving Clustering Problems in Manufacturing and Marketing [PM14-M2]

Asoo J. Vakharia, University of Florida
Jayashree Mahajan, University of Florida

Best Theoretical/Empirical Research Paper

Ordinal Judgments in Multiattribute Decision Analysis [DS4-S4]

Helen M. Moshkovich, University of West Alabama
Alexander I. Mechitov, University of West Alabama
David L. Olson, Texas A&M University

1998 Elwood S. Buffa Doctoral Dissertation Competition

Winner

Drivers of Quality in the Production System: A Longitudinal Field Study of the Effect of Work Teams on Manufacturing Quality

Joy M. Field, Wallace E. Carroll School of Management, Boston College

Advisors: **Kingshuk K. Sinha**, University of Minnesota, and **Rajiv Banker**, The University of Texas at Dallas

Honorable Mentions

Statistical Characteristics of Coverage Optimization Based on Sample Data

James J. Cochran, Department of Quantitative Analysis and Operations Management, University of Cincinnati

Advisors: **Martin Levy** and **Jeffrey Camm**, both of University of Cincinnati

Continuous Improvement of Operations: The Impact of Operator Maintenance

Narendar Sumukadas, Richard Ivey School of Business, University of Western Ontario

Advisor: **Chris J. Piper**, University of Western Ontario

Using Genetic Algorithms to Determine Near-Optimal Pricing, Investment and Operating Strategies in the Electric Power Industry

Dongjun Wu, Department of Management, Drexel University

Advisor: **Paul Kleindorfer**, The Wharton School, University of Pennsylvania

Instructional Innovation Award Competition Finalists

Four submissions have been chosen in the Instructional Innovation Award Competition [IA1-S2], co-sponsored by Alpha Iota Delta, the national honorary in the decision sciences, and the Decision Sciences Institute. The finalists will present their submissions in a special session on Sunday, November 22, 1998, from 10:00 a.m. until 12:00 p.m., in Palace 5. The finalists, in alphabetical order, and their papers are:

Logistics Goes 'Live': Supply Chain Management in Industrial Distribution

F. Barry Lawrence, Texas A&M University

Making a Difference: The Community Service Project Management Class

Karen A. Brown, Seattle University

Innovative Design and Delivery of an Introductory Programming Course via the World Wide Web

Shashidhar Kaparathi, University of Northern Iowa

Rex A. Karsten, University of Northern Iowa
Robert M. Roth, University of Northern Iowa

The Asynchronous Learning Platform: A 'Course on a CD'

Peter W. Stonebraker, Northeastern Illinois University

Case Competition Finalists

Three finalists have been chosen in the Case Competition [CS3-St4]. They will be presented on Saturday, November 21, from 3:00-4:30 p.m., in Skyview 3. The finalists, in alphabetical order, are:

Cironi's Sewing Center: Adding New Merchandise Lines

J. B. Wilkinson, Youngstown State University
Gary B. Frank, The University of Akron

Unicon Concrete Products (H.K.) Ltd.

Robert D. Klassen, University of Western Ontario

P. Fraser Johnson, University of British Columbia

Wilson Electronics: A Teaching Case

Peter Brewer, Miami University (Ohio)
Robert J. Campbell, Miami University (Ohio)
Richard H. McClure, Miami University (Ohio)

Contributors and Sponsors

The Decision Sciences Institute would like to thank the following institutions and companies for their participation in a number of program and nonprogram activities that will be held during the Institute's 1998 Annual Meeting. Through their generous contributions a number of special events and program activities were made possible.

- Addison Wesley Longman
- Alpha Iota Delta
- Bally's Las Vegas Hotel
- Baruch College, The City University of New York, Zicklin School of Business
- The Darden Case Collection, Darden Graduate School of Business Administration, University of Virginia (e-mail: dardencases@virginia.edu; www.darden.edu/case/collection)
- Ernst & Young LLP
- Florida State University, College of Business
- Georgia State University, College of Business Administration and Department of Decision Sciences
- Irwin/McGraw-Hill
- Lucent Technologies, Inc.
- The Ohio State University, Fisher College of Business
- UNISYS Corporation - Information Services Group
- University of Colorado at Colorado Springs, College of Business and Administration
- University of Denver, Daniels College of Business
- University of Nevada, Las Vegas, College of Business
- University of North Carolina at Chapel Hill, Kenan-Flagler Business School
- University of Notre Dame, College of Business Administration
- Utah State University and the College of Business
- Wake Forest University, Babcock Graduate School of Management

Fourth Annual MBA Miniconference

Co-sponsored by The MBA Roundtable and DSI

Around the globe, revisions in MBA curricula continue to be an important and challenging activity in business schools. Driven by more demanding, more discerning students and organizations, by increased competition, and by changes in technology, schools have spent enormous amounts of energy and resources on designing and delivering "better products."

The fourth annual MBA Miniconference will be held Sunday, November 22, 1998. The focus will be on three topics that are relevant to these ongoing improvement efforts.

First, we are honored to have Lyman Porter and Lawrence McKibbin who as the authors of the 1988 book *Management Education and Development: Drift or Thrust into the 21st Century*, were widely credited with launching the current wave of MBA curricular innovation. They will be joined by Thomas Watkins, who has successfully led an MBA core integration effort, who lectures widely on the subject of change management within business schools, and who is the author of a book on the subject. Porter, McKibbin, and Watkins will examine what has happened with respect to MBA curricular change over the past 10 and discuss what schools can do to move forward successfully.

Second, we are also privileged to have join us Richard Boyatzis, co-author of the 1995 book, *Innovation in Professional Education*, and one of the architects of the widely-examined program restructuring at the Weatherhead School of Case Western Reserve University. Boyatzis will address the topic of outcomes assessment as it pertains to curricular change and learning improvement in professional management education. Outcomes assessment in professional education is an issue of nascent faculty research interest as well as a focal point of continuous improvement efforts within the new AACSB accreditation schema.

Third, Bill Silver will discuss the impact of technology on program delivery and structure. Many schools have launched piecemeal technological efforts. Silver will argue that it is now time to think about these changes in a systematic way, rather

than simply allowing a few interested faculty go whichever way they choose.

A Ten-Year Retrospective on the MBA Revolution

Sunday 10:00 - 11:30 a.m.

Presenters:

Lyman Porter, University of California, Irvine
Lawrence McKibbin Washburn University
Tom Watkins, Daniels College of Business,
University of Denver

THE MBA CURRICULUM CHALLENGE: *How are We Doing?, All Smoke and No Fire?* Porter and McKibbin will begin this session by reviewing their groundbreaking recommendations and will describe how business schools have responded and will point out what remains to be done. Watkins will continue by addressing such questions as: "Why haven't we changed more?", "What can we do to overcome barriers to change?", and "Are the issues and the barriers really moving targets?" The session will end with a lively debate about the current state of the MBA Revolution.

Retained Learnings as the Bottom Line of Management Education: Using Outcome Assessment to Make Curricula Innovation Exciting and Effective

Sunday 1:00 - 2:30 p.m.

Presenter: Richard Boyatzis, The Weatherhead School, Case Western Reserve University

SHIFTING OUR PERSPECTIVE TO FOCUS on *learning* helps us rethink and create new curriculum in management education and development. In universities, our focus on *teaching* often inhibits faculty from using our talent and sensitivity to increase student learning. Outcome assessment can be an effective tool for stimulating and guiding curriculum innovation, but to work it must be intellectually exciting and a faculty-driven effort. A framework of the types of outcome assessment studies will be used to illustrate how various studies can be used to stimulate and guide curriculum design and redesign.

A number of different outcome assessment studies conducted at the Weatherhead School of Management at Case Western Reserve University from 1987 to 1996, including 11 student change studies (i.e., comparing entering and graduating students), will be used as examples. The results are a message of hope: Our MBA students can develop the competencies and abilities needed to be effective managers during an MBA program, and the faculty can intentionally make changes that work!

Using Educational Technology to Build a Learning Community

Sunday 3:00 - 4:30 p.m.

Presenter: Bill Silver, Daniels College of Business, University of Denver

WHAT IS EDUCATIONAL TECHNOLOGY? Perhaps the best way to answer this question is first to discuss what educational technology is not. Technology is not a panacea for problems with educational programs and learning systems. It is not an effective substitute for faculty and student interactions, or for on-campus discourse, dialogue and active learning (although many people have tried to use technology in this manner).

Simply put, educational technology is a tool for improving the way we help our students learn. As a tool, it can be used to help us develop, build, and support our learning communities.

This presentation will explore four areas in which educational technology can be effectively used in business programs: (1) improving collaboration, (2) improving access to information, (3) developing new methods of teaching and learning, and (4) facilitating evaluation and assessment. ■

The MBA Roundtable

The MBA Roundtable is a worldwide management education forum dedicated to innovation in MBA program content and delivery. With nearly 800 individual members and 450 business schools from around the world, it strives to create a dialog around current issues facing MBA faculty and administrators. The Roundtable has recently been recapitalized by a group of Founding Member Schools and has begun an ambitious effort to expand the services it offers to member schools. For more information, contact Tom Howard (see below), or visit our website at:

www.mba-roundtable.org.

MBA Program Co-Coordinators

James M. Clapper
Massey Graduate School of Business
Belmont University
(615) 460-5511/fax: (615) 460-6455
e-mail: clapperj@belmont.edu
and
C. Thomas Howard
Daniels College of Business
University of Denver
(303) 871-4402/fax: (303) 871-4580
e-mail: thoward@du.edu

Ph.D. Curricular Issues Miniconference

Determining Ph.D. Program Content: A Workshop to Design a Program for Producing Excellence in New Faculty

Monday, 8:00 – 9:30 a.m.

Facilitator: James C. Hershauer, Arizona State University

Faculty Participants:

Everett Adam, Jr., University of Missouri-Columbia
Ken Boyer, DePaul University
David Dilts, University of Waterloo
Barbara Flynn, Wake Forest University
Stan Fryer, University of South Carolina
Ron Johnson, University of Scranton
Julie Kendall, Rutgers University
Anne Koehler, Miami University
Holly S. Lewis, The Pennsylvania State University
Larry J. Moore, Virginia Polytechnic Institute and State University
David L. Olson, Texas A&M University
William Perkins, Indiana University
Gary Ragatz, Michigan State University
Larry Ritzman, Boston College
Dwight Smith-Daniels, Arizona State University

COME TO THIS SESSION TO HELP develop a program design for producing new business faculty. The new faculty that we produce from Ph.D. programs during the next ten years will be responsible for leading the education of business managers and leaders in the first half of the next century and in conducting the research to guide that education. What characteristics should new faculty have and how should we conduct the Ph.D. educational process?

The session will be a "program development workshop" for a Ph.D. in business with any area of concentration. We will run a structured development session with a panel of faculty and will include participation from all attendees. The task for the workshop is creating content guidelines for Ph.D. programs (such as the mix of research methods, area content, interdisciplinary content, and international emphasis). The workshop will involve brainstorming, small group discussions, and forced choice selection.

Mentoring Ph.D. Students—A Student Perspective

Monday 10:00 – 11:30 a.m.

Panel Leaders:

Marcus Rothenberger, Arizona State University
Carlos Jesus Alsua, Arizona State University
Natasia Christodoulidou, Arizona State University

Panelists:

Janna M. Crews, University of Arizona
Richard Johnson, Decision and Information Technologies, University of Maryland
Gary Stading, Texas A&M University

A PANEL OF DOCTORAL STUDENTS will look at the duties and expectations of both mentors and Ph.D. students from a student's perspective. Panelists will discuss issues such as those introduced below during the first half of the panel session. Attendees will be invited to debate issues and share experiences during the remainder of the session.

A campus interview should be part of the Ph.D. application process because it helps evaluate the candidate and his/her fit into the department's culture and research program. During this interview process, if a match between the applicant and the department has been identified, it is desirable to obtain a faculty member's commitment to mentor that student upon official admission. Since publications are important for the Ph.D. students seeking placement in research-focused institutions, students should begin working on a publishable research project in their first year with their mentor.

The mentoring process from a Ph.D. student perspective is extremely important. Many students that enter a Ph.D. program are faced with an impostor syndrome (or perceived fraudulence in the personality literature). While newcomers are socialized into the new environment of academia, they often feel lost. Thus, they begin to question their competence. We suggest that peer mentoring may help with the negative consequences of the impostor syndrome. A second or third year student may be appointed as a "big brother/ big sister" to give guidance and encouragement.

Managing the Doctoral Program (I)

The Upside of Downsizing in the Doctoral Program: What Really Counts in Program Reviews?

Monday 1:00 - 2:30 pm

Facilitator: Ralph Katerberg, University of Cincinnati

Presenters:

Robert E. Markland, University of South Carolina
Larry Penley, Arizona State University

OVER THE PAST DECADE most doctoral programs have faced serious challenges resulting from overall declines in business school enrollments, changing political environments, and demands for greater accountability in higher education. While some of these pressures have eased, the task of managing a vital doctoral program in today's business school remains a formidable one. How do we develop and maintain quality

doctoral training and education in the business school faced with so many competing priorities? What are the risks and benefits of downsizing? How do we justify the significant budget that is required to operate a doctoral program? How do others assess our programs in the university, state, or nation? The experienced panelists will address these and other doctoral program management issues brought by those in attendance.

Managing the Doctoral Program (II)

Recruiting, Admission, and Monitoring Student Progress and Placements

Monday 3:00 - 4:30 pm

Facilitator: Ralph Katerberg, University of Cincinnati

Presenters:

Steven Lippman, University of California, Los Angeles
S.P. Raj, Syracuse University

MAINTAINING A QUALITY DOCTORAL program requires ongoing attention to recruiting, admission, and eventual placement of students. Both admission statistics such as student GMAT and GPA averages and quality of academic placement are often used as key indicator of program quality. This session will discuss how some successful doctoral programs are managing these critical processes and present some lessons learned on the way. Among questions that will be addressed are: How can a program improve student quality? Who should be involved in admission decisions? How can we monitor satisfactory progress of doctoral students? What can we do to help our students in the placement process? Should placements be used as the key indicator of program quality? Two veteran doctoral program directors will share their insights on managing doctoral programs, and engage participants in a discussion about the challenges of effective recruiting, admissions and placement in the doctoral program. ■

Ph.D. Curricular Issues Program Co-Coordinators

James C. Hershauer
College of Business
Arizona State University
(602) 965-5478/fax: (602) 965-8314
e-mail: james.hershauer@asu.edu
and
Ralph Katerberg
College of Business Administration
University of Cincinnati
(513) 556-7003/fax: (513) 556-4891
e-mail: ralph.katerberg@uc.edu

Undergraduate Curricular Issues Miniconference

Sessions to be featured on Tuesday, November 24

In the continuing tradition of DSI, the Las Vegas conference will again include special programming directed to undergraduate curricular issues. Scheduled on Tuesday morning (November 24), what better way to end your conference than by participating in two sessions dealing with current topics in undergraduate business education. This year's miniconference addresses two unique topics: Web-based publishing, with special attention paid to curricular impact, and international study abroad programs as an adjunct to the business curriculum. These sessions will have experienced leaders introducing the topics and setting the stage for informative and lively discussion. Come prepared to participate and contribute your ideas and experiences.

Short-term Study Abroad—An Important Contributor to the Business Curriculum

Tuesday 8:00 - 9:30 a.m.

Presenters:

- Ron Johnson, Chair, University of Scranton
- Dan Brenenstuhl, Arizona State University
- Cyndee Cann, University of Scranton

BEGINNING WITH THE POLICY ACTIONS of the AACSB many years ago, university-based business education began to pay more attention to matters global in nature. In some cases, programs made dramatic changes in what they did with their curricula. In other instances, the changes were more modest, or even merely cosmetic.

As the reality of our global business world has become increasingly apparent, business programs have again begun to address ways in which they can contribute to the global preparation of students. One approach that has unique characteristics is short-term study abroad. While universities have a long history offering semester study abroad programs and full year programs, short-term study abroad programs have a much shorter history. Further, business programs have generally been slower to become active participants in organizing and leading such programs.

This session will provide you with the opportunity to learn of various models for short-term study abroad programs, designed specifically for business programs and business students. It will become clear that you can develop a model that works for your university and for your students. It will also become clear that short-term study abroad programs offer

educational experiences that cannot be matched in the traditional classroom.

Your session facilitators have a wide range of experiences. Dan Brenenstuhl has been leading study abroad programs for more than twenty years and was one of the first faculty members to design, organize, and lead study abroad programs for business students. He is also experienced with the *outsourcing* of such programs. Cyndee Cann has recent experience with organizing and leading an interdisciplinary study abroad program with a faculty member from languages. Ron Johnson has had experience organizing and leading programs and also has administrative experience managing college-wide efforts to become more active in providing study abroad opportunities for students.

If you have experience with short-term study abroad programs, come and share your experiences with the participants.

If you want to learn more about how you, and your students, can take advantage of short-term study abroad opportunities, come to this session and benefit from the experiences and insights of others.

Web-Based Publishing: Exploring Curricular Issues

Tuesday 10:00 - 11:30 a.m.

Presenters:

- William J. Amadio, Chair, Rider University
- Laurette Simmons, Loyola College, Baltimore

AN INCREASING NUMBER OF FACULTY are interested in developing Web-based materials for use in their classes. This session will address a variety of issues related to student learning and Web-based publishing. Topics to be examined include:

- What are the benefits to students of Web-based instructional materials?
- Do the benefits that students derive from Web-based materials differ based on type of usage (e.g., interactive tutorial, chat room, etc.)? Can these benefits be measured?
- What level of editorial intervention is appropriate for Web-based class materials and are there categories of materials that require different levels of editorial intervention?
- What are the sources of financial support for Web-based publishing?
- What is the impact on computing resources for the host institution?
- Should individual efforts to develop Web-based class materials be formally organized? Is such organization feasible/realistic?
- How can instructors who develop and use the Web best share information, tools, work, etc.?

- Is the Web a new academic publication outlet?

As the list of questions illustrates, many issues surround the use of Web-based materials, not all of which are specifically pedagogical. This session will provide you with an opportunity to bring your own questions - and your own answers! ■

Undergraduate Curriculum Program Coordinator

Rose Sebastianelli
 University of Scranton
 School of Management
 Department of Operations and Information Management
 602-A O'Hara Hall
 Scranton, PA 18510-4602
 (717) 941-4287
 fax: (717) 941-4342
 e-mail: sebastianer1@uofs.edu

1998 Proceedings Format

The 1998 DSI Annual Meeting Proceedings will be produced in three volumes, with tracks and themes divided as follows:

- I. Special Sessions; Accounting; Case Studies; Finance; Innovative Education; Marketing; Organizational Behavior/Theory; Strategy and Policy.
- II. DSS/ES/Multimedia Systems; MIS; MS/OR; Statistics and Decision Analysis.
- III. POM - Manufacturing; POM - Services; Quality and Productivity.

Attendees will be given the following choices: Those pre-registering by October 1, 1998, may choose one, two, or all three of the hard copy Proceedings' volumes, or order a CD-ROM copy of the entire Proceedings at no extra charge. Those registering after October 1 will receive only a CD-ROM copy of the Proceedings, and not the hard copy version. Student registrants will automatically receive only the CD-ROM Proceedings. For all registrants, additional hard copy or CD-ROM Proceedings can be ordered at the additional cost of \$25.00.

Professional Development Seminar

Teaching Principles of the United Services Theory

Saturday 8:00 - 9:30 a.m.

Presenter: Scott Sampson, Brigham Young University

SERVICES MANAGEMENT is a relatively new academic discipline, thus teaching topics have been less defined than in other disciplines. This session will cover how to teach an effective Services Management course based on the workbook, "Understanding Service Businesses: Applying Principles of the Unified Services Theory." (For more information, see separate write up on page 39.)

A Team Learning Approach for Teaching Operations Management

Saturday 8:00 - 9:30 a.m.

Presenter: B.P. Lingaral, Indiana University at Fort Wayne

IN TEAM LEARNING, a six step Learning Activity Sequence replaces the traditional lecture format and the instructor primarily manages the learning process. The student is directly involved in determining grading criteria and accepts responsibility for learning. Participants will walk through a series of activities related to classroom management, group formation, and evaluation.

Organizing a Course Based on the United Services Theory

Saturday 10:00 - 11:30 a.m.

Presenter: Scott Sampson, Brigham Young University

THIS SESSION WILL BE A CONTINUATION of the 8:00 a.m. session. We will look at specific course activities and exercises based on the "Understanding Service Businesses" workbook. We will see how to provide excellent applied learning for students with relatively little instructor effort. Simulation and Internet-based exercises will also be demonstrated.

Higher Education in 2025: Preparing for Future Challenges

Saturday 10:00 - 11:30 a.m.

Presenters:

William A. Cunningham, Air Force Institute of Technology

William L. Scott, Air Force Institute of Technology

Karen W. Currie, Air Force Institute of Technology

THIS SESSION IS DESIGNED TO HELP faculty and administrators envision what colleges and universities will be like in 2025, and to prepare themselves accordingly. The workshop will include a look back at university education in 1975 and how it has changed and then look

forward to the imperatives that will drive education into the future.

Swimming with the Sharks: Effective MBA Teaching

Saturday 1:00 - 2:30 p.m.

Presenter: Gary Rhoads, Brigham Young University

CULTIVATING A GREAT LEARNING ENVIRONMENT that encourages students to move out of their comfort zones and build a platform for life-long education is a vital aspect of a professor's job. This seminar will present and discuss several propositions that can elevate the teaching and learning experience. The presenters will share their experience along the journey to teaching enhancement.

Enterprise Resource Planning in the Classroom

Saturday 1:00 - 2:30 p.m.

Presenter: Robert F. Marsh, University of Wisconsin-Milwaukee

THIS SESSION WILL FOCUS on integrating discussion and use of Enterprise Resource Planning (ERP) systems in Business school curriculum. The session will include presentations from a leading ERP vendor and from one of the first universities to adopt such changes. Attention will be given to both IS and non-IS courses.

The Year 2000 Computer Problem: A Workshop for Teaching, Consulting, and Managing

Saturday 1:00 - 2:30 p.m.

Presenters:

Frederick G. Kohun, Robert Morris College
William Sipple, Robert Morris College

THIS WORKSHOP WILL FOCUS on the Year 2000 problem and the technical, managerial, legal, and ethical issues related to the problem, as well as on how this problem exemplifies issues in strategic technological planning, disruptive technologies and change management, and contingency planning.

Assessing and Improving Faculty Performance in a Small-College Environment

Saturday 3:00 - 4:30 p.m.

Presenters:

Bruce W. Kimzey, Brigham Young University - Hawaii

William G. Neal, Brigham Young University - Hawaii

Sheldon R. Smith, Brigham Young University - Hawaii

MANY COLLEGES ARE LOOKING seriously at ways to evaluate and improve faculty performance in

the areas of teaching, scholarly activity, and professional service. Balancing performance in these areas can be difficult, especially in smaller colleges with relatively high teaching loads. This session will discuss the development of a faculty performance evaluation system that has been successfully implemented over the past six years.

Research Issues in Enterprise Resource Planning

Saturday 3:00 - 4:30 p.m.

Presenter: Robert F. Marsh, University of Wisconsin-Milwaukee

THIS SESSION WILL BE AN OPEN forum to discuss in-process and future research issues with regard to Enterprise Resource Planning (ERP) systems. Topics may include implementation, user satisfaction, training, strategic impact, reengineering, and many others. A representative from a leading ERP vendor will discuss current funding of research projects.

Other sessions during the regular conference

Internet Based Teaching

Presenter: Paul Shrivastava, Bucknell University

The key objective of the workshop will be to make participants comfortable with Web based teaching.

Teaching Services Management: Tying It All Together

Presenter: Scott Sampson, Brigham Young University

This session will look at examples of student experiences in a Services Management course based on the workbook, *Understanding Service Businesses: Applying Principles of the Unified Services Theory*.

Globalizing Business Education

Presenter: Stanley E. Fawcett, Brigham Young University

This seminar will discuss alternative approaches to globalizing the education process and getting more faculty involved in teaching the international aspects of their disciplines. ■

Professional Development Coordinator

Stanley E. Fawcett
Marriott School of Management
Brigham Young University
(801) 378-5890
fax: (801) 378-5984
email: sef@email.byu.edu

1998 Doctoral Student Consortium

Job placement and professional development for students pursuing an academic career

The Decision Sciences Institute and Richard D. Irwin will sponsor the Institute's 16th annual Doctoral Student Consortium on Saturday, November 21, at the 1998 DSI Annual Meeting to be held at the Bally's Hotel in Las Vegas, Nevada. The focus of the Consortium will be on job placement and professional development for students planning to pursue an academic career.

The Doctoral Student Consortium is a unique program devoted to critical career development, teaching, and research issues for students who are near the end of their doctoral studies and entering the job market. This year's program is as follows.

Registration and Continental Breakfast for Participants

Saturday, 7:30 - 8:00 a.m.

Welcome to the Annual Meeting and the Consortium

Saturday, 8:00 - 8:15 a.m.

Placement Service and Recruiting Trends

Saturday, 8:15 - 8:30 a.m.

Alpha Iota Delta

Saturday, 8:30 - 8:40 a.m.

The Interviewing Process and Campus Visit

Saturday, 8:40 - 9:40 a.m.

Coffee Break 9:40 - 10:00 a.m.

Finding a Good Fit

Saturday, 10:00 - 11:00 a.m.

Strategic Research Planning Workshop - Overview

Saturday, 11:00 - 11:30 a.m.

Luncheon 11:30 - 12:45 p.m.

Strategic Research Planning Workshop - Breakout Session

Saturday, 12:45 - 2:15 p.m.

Strategic Research Planning Workshop - Report & Wrapup

Saturday, 2:15 - 2:30 p.m.

Teaching Effectiveness Workshop - Part I

Saturday, 2:30 - 3:10 p.m.

Coffee Break 3:10 pm - 3:30 pm

Teaching Effectiveness Workshop - Part II

Saturday 3:30 - 4:10 p.m.

Editors' Panel - The Publication Process

Saturday, 4:10 - 5:10 p.m.

Dissertation Competition & Closing Remarks

Saturday, 5:10 - 5:30 p.m.

Space is currently available and participants must submit one copy each of the following:

1. A current curriculum vita (please include e-mail address—most correspondence will be handled electronically);
2. A letter of recommendation from your dean, doctoral program director, or dissertation chair, attesting to your qualifications and your expected entry into the job market;
3. A one-page abstract of your planned dissertation, including the title and a description of your research problem.

Applications will be evaluated by the consortium coordinator. The minimum criteria for acceptance are that the applicant must have his/her dissertation research well underway by October 1998, be involved in placement activities starting in the 1998-99 academic year, be participating in the consortium for the first time, and not have received the doctoral degree before December 1998. Students in any discipline related to the decision sciences are invited to apply.

Applications will be considered on a space-available basis through October 31, 1998.

Attendees must pay the regular student registration fee for the annual meeting. There is no additional charge for the Consortium itself.

Consortium participants will be recognized in *Decision Line*, the Institute's news publication. At the annual meeting participants will receive special recognition in the placement system, special designation on their name badges, and an introduction at the breakfast and plenary session.

Please note that participation in the 1998 Doctoral Student Consortium is by invitation only, based upon review of the application materials. Each participant will

be responsible for his/her own student registration fee for the annual meeting as well as travel, lodging, and meal expenses. Customarily, the participant's school will provide some monetary support for expenses.

Direct all inquiries and applications to:

G. Keong Leong
Department of Management Sciences
Fisher College of Business
The Ohio State University
2100 Neil Avenue
Columbus, OH 43210
(614) 292-5250
fax: (614) 292-1272
e-mail: leong.1@osu.edu

1998 DSI Annual Meeting Website

The 1998 DSI Annual Meeting website was developed as a project in Dr. Robert Bregman's graduate elective course in project management at the University of Houston. One requirement of this course is that student groups develop a website that provides a service to the internet community. Students are responsible for selecting their project, developing a work breakdown structure to define the activities of the project, planning and scheduling the activities of the project, submitting and adhering to a milestone schedule, and delivering a state-of-the-art website by the end of the semester. Prototypes are required to be posted early in the semester and linked to Dr. Bregman's homepage so that progress can be monitored by Dr. Bregman and other students.

Students are expected to incorporate client-side image maps, java-script, cgi/perl scripts, and a variety of other technologies (on-line tutorials are provided by Dr. Bregman) to make their sites interactive in nature. In an effort to be more realistic, the projects are competitive and students are expected to monitor their "competition" to ensure that their clients receive a truly state-of-the-art product. Dr. Bregman has found web development projects to be an especially attractive enhancement to a course on project management because they offer students real-world project management experience.

1998 Academic Administrator Program

Lyman Porter and Larry McKibbin have agreed to lead our discussion

Lyman Porter and Larry McKibbin, authors of *Management Education and Development: Drift or Thrust into the 21st Century*, have agreed to participate in this year's program. The Porter-McKibbin report is widely acknowledged to be the most important prescriptive analysis of management education that has appeared in the past decade. The book was "the outcome of a three-year study commissioned by the American Assembly of Collegiate Schools of Business (AACSB) on the future of management education and development." Published in 1988, it has served as a spur and guide to the significant changes in curriculum and perspectives that have occurred since then, and

which assure that we will not drift into the coming century.

To mark the tenth anniversary of this influential publication, the Academic Administrator Program will feature a retrospective look at the Porter-McKibbin report: What has happened? Where are we now? What remains to be done? The opening session will provide Lyman and Larry the opportunity to present their views on:

1. *The way things were at the time the data for the study were collected in the mid-1980s.*
2. *The changes they anticipated in their report.*

3. *The changes they did not expect to happen so quickly.*
4. *The factors behind the changes that have occurred.*
5. *What has not yet changed very much (in the opinion of the authors).*

The need for internationalizing the curriculum was particularly emphasized in the Porter-McKibbin report. The program at the University of South Carolina has been notably successful in meeting its curriculum commitment to globalization. Bob Markland, associate dean for academic affairs at The Darla Moore School of Business, has played a leadership role in USC's

Continued on next page

Registration deadline is October 31, 1998.

1998 Academic Administrator Program Registration Form

Because of space limitations, the luncheon is limited to the first 50 persons who register. All interested persons, however, are welcome to attend any program session.

Name: _____

Affiliation: _____

Address: _____

City: _____

State/Province/Zip: _____

Country: _____

Telephone (home): _____

(work): _____

E-mail: _____

Please check as appropriate:

I plan to attend the program.

I plan to attend the program and luncheon. The reduced cost of the luncheon is \$24.25. Payment by check (in U.S. dollars) should be remitted with this registration form to:

Decision Sciences Institute
J. Mack Robinson College of Business
Administration
Georgia State University
Atlanta, GA 30303
404-651-4073
fax: 404-651-2804

Continued from previous page

success story. He will be joined by Doug Elvers, University of North Carolina at Chapel Hill, and Doug Smith, University of Missouri-St. Louis, in a session on "Internationalizing the Curriculum."

The role of research and scholarship is another theme explored with insight by Porter and McKibbin. Flowing from their discussion, Darl Bien of the University of Denver is organizing a session examining the expanding definition of scholarship in schools of business and some of its implications for the continuing reaccreditation process. He will be joined by panelists Glyn Hanbery, associate dean at the University of Denver, and Krishna Dhir, former dean at The Pennsylvania State University at Harrisburg.

The Academic Administrator Program has become a regular feature of the annual meetings of the Decision Sciences Institute, and is of special interest to those who have, or expect to assume, administrative responsibilities at both the departmental and college level. This year's program should prove of interest to a much wider audience and everyone is encouraged to attend. The program is open to all, and all are encouraged to attend.

The Way We Were

Saturday, 8:30 - 10:00 a.m.

Presenters:

- Lyman Porter, University of California at Irvine
- Lawrence McKibbin, Washburn University

Coffee 10:00 - 10:15 a.m.

Internationalizing the Curriculum

Saturday, 10:15 - 11:45 a.m.

Presenters:

- Robert Markland, University of South Carolina
- Douglas Elvers, University of North Carolina-Chapel Hill
- Douglas Smith, University of Missouri-St. Louis

Lunch 12:00 - 1:00 p.m.

The Expanding Definition of Scholarship

Saturday, 1:15 - 2:45 p.m.

Presenters:

- Darl Bien, University of Colorado
- Glyn Hanbery, University of Denver
- Krishna Dhir, The Pennsylvania State University at Harrisburg

Coffee 2:45 - 3:00 p.m.

The Future of Management Education

Saturday, 3:00 - 4:30 p.m.

Presenters:

- Lyman Porter
- Lawrence McKibbin

Other panelists to be announced ■

Academic Administrator Coordinator

George Heitmann
Department of Accounting, Business and Economics
Muhlenberg College
Allentown, PA 18104-5586
610-821-3283
fax: 610-821-3536
heitmann@muhlenberg.edu

Workshops on Teaching Services Management

Since three-fourths of the economies of developed nations involves the service sector, it is only appropriate that university curriculum begin to shift towards a services focus. Service businesses involve many interesting issues that are quite distinguished from manufacturing issues. It can be a serious mistake to teach services based on manufacturing principles, just as it can be a mistake to haphazardly operate service businesses like factories.

At the Las Vegas DSI National Meeting, Scott Sampson from Brigham Young University will be presenting workshop sessions on Teaching Services Management. These sessions are intended to (a) help those who are new at teaching Ser-

vices Management to quickly become prepared to teach an effective and interesting course, and (b) help experienced Services Management instructors increase the breadth of course topics to possibly cover.

The sessions will include specific discussion about how to tailor undergraduate and graduate Operations Management courses to a services focus, including effective ways to introduce students to quantitative operations analysis in services contexts. Since the vast majority of college students plan to work in the service sector, shifting to a services focus can contribute significantly to the perceived relevance of Operations Management course material.

The first Teaching Services Management session will be Saturday, November

21, 1998, beginning at 8:00 a.m., followed by a session at 10:00 a.m. A third session will be offered during the conference at a time yet to be determined.

Services Management teaching materials will be available at the workshop. Those interested in getting materials prior to the conference should send an e-mail request to Scott Sampson. ■

Teaching Services Management

Workshop Leader

Scott E. Sampson
Brigham Young University
scott_sampson@byu.edu

1998 Services Management Mini-Conference

The Services Management Interest Group (SMIG) will hold its 2nd annual Services Management Mini-Conference in conjunction with the DSI Annual Meeting in Las Vegas. The major theme of this year's program will be "Issues in Services Management Research." The sessions will be scheduled for Saturday morning and afternoon, November 21, 1998. An informal dinner to be held for all participants and attendees of the Services Management Mini-Conference is currently in the planning stages.

Theory Development and Evaluation in Services Management Research

Saturday 10:00 - 11:30 a.m.

Chairperson: Aleda V. Roth, University of North Carolina at Chapel Hill

Participants:

- Richard B. Chase, University of Southern California
- James F. Fitzsimmons, University of Texas-Austin
- David Tansik, University of Arizona
- Larry J. Menor, University of North Carolina at Chapel Hill

THE RESEARCH CYCLE ENTAILS the interplay between theory and empiricism. Theory is used to generate propositions and hypotheses that guide the data collection and analysis, and the results from empirical research are used to modify or reject theories and their associated propositions and hypotheses. A crucial step in this process is the development and evaluation of theory. By general agreement, services management research is gradually moving from the developing conceptual framework stage to the theory testing and empirical era. Has this progression overlooked the importance of theory development and evaluation? This session will address the state of theory building in services management research. Audience participation will be encouraged as the participants address the motivating question for this session: Is there a dearth of theories in services management research?

New Perspectives in Services Management Research

Saturday, 12:30 - 2:00 p.m.

Chairperson: Ann S. Maruchek, University of North Carolina at Chapel Hill

Participants:

- Janelle Heineke, Boston University
- Debbie Kellogg, University of Colorado at Denver
- Kenneth J. Klassen, University of Calgary
- Madeline E. Pullman, Southern Methodist University

THIS SESSION WILL FEATURE some of the up-and-coming researchers in services management. The participants will discuss their own research as well as innovative directions for future research. Topics such as service design models, service quality and managing demand and supply for services will be discussed. In addition, opportunities for the application of service research into areas such as the health care, and tourism and travel industries will be discussed.

Research Services Internationally

Saturday, 12:30 - 2:00 p.m.

Chairperson: Chris Voss, London Business School, UK

Participants:

- Robert Johnston, Warwick Business School, UK
- Roland van Dierdonck, University of Ghent, Belgium
- Chris Voss, London Business School, UK

AS GLOBAL PLAYERS INCREASINGLY seek to offer their services internationally, service management research is becoming an international field. There are strong traditions of service excellence and innovation in many countries as evidenced by examples such as Singapore Airlines, European high-speed rail services, and Club Mediteranee. The participants in this session will address various issues concerned with this. Issues to be discussed include: What are the contextual issues that impact on services operating in a multinational environment (e.g., cultural, socio-economic, regulatory)? Will growth in electronic business lead to more global services? The session participants will also share their experiences in conducting multi-country studies and the methodological issues involved.

Coffee Break 2:00 - 2:30 p.m.

Sponsored by the Decision Sciences Institute

Services Research Editor's Panel

Saturday 2:30 - 4:00 p.m.

Chairperson: Michael J. Showalter, Florida State University

Participants:

- Gary Akehurst (*The Service Industries Journal*), University of Portsmouth, UK
- Robert Johnston (*International Journal of Service Industry Management*), Warwick Business School, UK
- Lee J. Krajewski (*Decision Sciences*), University of Notre Dame
- Jack R. Meredith (*Journal of Operations Management*), Wake Forest University
- Roland T. Rust (*Journal of Service Research*), Vanderbilt University

THE PURPOSE OF THIS SESSION is to allow several of the editors of premier journals that publish services research articles to present their editorial

policies/procedures and describe how these apply to services management research manuscripts. The editors will also discuss services management issue areas that they believe to be of particularly high priority for future publication in their journals. Session time will also be provided for attendees to address specific questions that they may have regarding publication of services management research in any of the represented journals.

Coffee Break Saturday 4:00 - 4:30 p.m.

Sponsored jointly by the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill and the College of Business at Florida State University.

Services Research Tools

Saturday 4:30 - 6:00 p.m.

Chairperson: Robert E. Markland, University of South Carolina

Participants:

- Kirk Karwan, University of South Carolina
- Janis L. Miller, Clemson University
- Richard Reid, University of New Mexico
- Doug Smith, University of Missouri-St. Louis
- Gary M. Thompson, Cornell University

SERVICES RESEARCH PROBLEMS can be attacked using a broad array of tools and techniques. This session will highlight some of the more prominent tools and techniques that have been used successfully to solve service problems. Tools and techniques including mathematical programming, heuristics, statistical analysis, survey methods, and walk through audits will be discussed and demonstrated. Audience participation will be solicited and encouraged.

Informal Dinner

Saturday 7:00 p.m. - ???

Participants: Everyone who participates in or attends the mini-conference. ■

Services Management Mini-Conference

Coordinators:

- Aleda V. Roth
University of North Carolina at Chapel Hill
aleda_v_roth@embanet.com
- Larry J. Menor
University of North Carolina at Chapel Hill
lmenor@mindspring.com
- Robert E. Markland
University of South Carolina
bobbym@darla.badm. scarolina.edu

1998 Theme for Public Sector Issues

The public sector issues identify organizational, behavioral, technological, and policy differences that make public, non-private, or non-profit sector organizations unique management entities.

In this year, the focus is, although it is not limited to, the impact of technologies, their applications, and policies on the urban public service infrastructure.

For instance, a city is the hub of transportation and telecommunication concentrations. However, external recipients and beneficiaries of such services provided by a certain city administration may well be expanded to the artificial boundaries of the cities. Such cross-jurisdictional nature of urban life brings in more complexities in planning, coordination, and implementation of technologies for public services.

There has been relatively little attention on decision-making, policy, and implications in this area. In addition, the nature of public goods and service, assisted by a

potential politicization, may make it more difficult to measure the performance of such technology services.

Since the advancement in information technologies and their industry is unprecedented, it presents a compounding burden for public organizations to adopt an effective long-term strategy, thus by limiting their flexibility and effectiveness.

While numerous examples in which the urban information service infrastructure has been operational, it is necessary to visit them with a Decision Sciences perspective. In fact, cities widely differ in their structure and the future potential of the technology-based hubs: some are transportation or telecommunication intensives while some need massive retrofits or have unique geographic advantages. So do different agencies.

The theme plans to:

- illustrate and categorize some of the urban characteristics pertinent to the public information technology infrastructure,
- discuss the issues in constructing a technology-based infrastructure and information services,
- generate the feasible methods of measuring the impact of information technology services and to review the economic development, and
- explore the ways for maximizing the impact of the cross-jurisdictional benefits of the public information services.

Perspectives of city governments, information industry, and academia are presented. ■

Public Sector Issues Theme Chair
H. Michael Chung
College of Business Administration
California State University, Long Beach
(562) 985-7691
fax: (562) 985-5543
hmchung@csulb.edu

Case Studies Theme

This year's Case Studies Theme will feature programs for both novice and experienced case writers. **The 19th Annual Workshop for New Case Writers** will be held on Sunday at 10:00 a.m. This workshop is designed for the new case writer and is directed by Bill Naumes, an internationally known author and speaker on the art of case writing. Participants will learn how to generate sources for cases, write cases, and effectively use cases in the classroom. Topical focus of the workshop will include potential sources for cases, the traditional process for writing case studies, and new approaches to the case writing process that improve the quality of

cases and reduce the amount of time required to write a quality case.

The 24th Annual Case Writers' Workshop includes presentation of both research and teaching cases representing a broad cross-section of organizations and foci. The format of the workshop is roundtable discussion and evaluation of the presented cases and teaching notes, where appropriate, by experienced case writers. The emphasis in these sessions is on sharing experiences, evaluating cases, and offering suggestions to improve the research. It is not necessary to have had a case accepted to participate in the workshop. ■

Case Studies Theme Chair
Jeffrey S. Harper
Indiana State University
School of Business
Terre Haute, IN 47808
(812) 237-2279
fax: (812) 237-8133
email: jeffharper@indstate.edu

Competitions and Activities

Best Paper Award Competition

Four traditional best paper awards will be presented at the annual meeting, each with a \$200 prize: Best Theoretical/Empirical Research Paper, Best Application Paper, Best Interdisciplinary Paper, and Best Environmental Issues Paper. Paper reviewers will be asked to nominate all outstanding papers for consideration for best paper awards. All papers with multiple nominations will then be reviewed by a best paper review committee, which will make award recommendations.

Case Studies Workshop Competition

The 24th annual DSI Case Studies Workshop on "Case Techniques in the Decision Sciences" will involve an award prize of \$200 for the best comprehensive or functional case and teaching notes. Cases may be broad-based or may focus on general functional areas of business. The award will be based on originality, completeness, and applicability of the case to the classroom. Submission deadline was March 2, 1998.

CONTACT:
William Naumes
University of New Hampshire
Whittemore School of Business & Economics
Durham, NH 03824-3593
bus. (603) 862-2618/home (603) 868-7080
fax: (603) 862-4468
email: bill.naumes@unh.edu

Elwood S. Buffa Doctoral Dissertation Competition

The Elwood S. Buffa Dissertation award, sponsored by Irwin/McGraw Hill and DSI, will be presented at the annual meeting for the best dissertation in the decision sciences. The award will be accompanied by a \$1,500 stipend. Submission deadline was March 2, 1998.

CONTACT:
Christine T. Kydd
University of Delaware
Department of Business
Administration Newark, DE 19716
phone: (302) 831-1783 / fax: (302) 831-4196
email: kyddc@be.udel.edu

Instructional Innovation Award Competition

An award for teaching excellence, sponsored by Alpha Iota Delta and DSI, will be presented in conjunction with the Instructional Innovation Competition at the annual meeting. Submissions must describe an actual instructional innovation

and follow a prescribed format. The deadline for entries to be received by the competition coordinator was March 2, 1998. Four finalists will be chosen to make presentations at the conference competition. The winning entry will be awarded a cash prize of \$1,500, with \$250 awarded to each of the remaining finalists.

CONTACT:
Janelle Heineke
Boston University
School of Management, Room 212
Department of Operations Management
621 Commonwealth Avenue
Boston, MA 02215
phone: (617) 353-2919 / fax: (617) 353-4098
email: jheineke@acs.bu.edu

Curricular Issues Miniconferences

A series of programs will be offered focusing on administrative and curricular issues:

- **Academic Administrator Program** offers new ideas in managing business curricula (Coordinator: George Heitmann, see page 34).
- **Undergraduate Curricular Issues Program** provides a forum for exchange of teaching ideas (Coordinator: Rose Sebastianelli).
- **4th Annual MBA Miniconference** continues its focus on changes in MBA curricula (Coordinators: Tom Howard and Jim Clapper).
- **Ph.D. Curricular Issues Program** discusses the changing environment in the business Ph.D. (Coordinators: James Hershauer and Ralph Katerberg).

CONTACT:
Ronald D. Johnson
University of Scranton
School of Management
Scranton, PA 18510-4602
phone: (717) 941-4208/fax (717) 941-4342
email: johnsonr2@uofs.edu

Doctoral Student Consortium

The Doctoral Student Consortium, focusing on career development, will be held prior to, and in conjunction with, the annual meeting. Attendance at the Consortium is by invitation only, based on competitive applications. All students who meet the criteria will be accepted.

CONTACT:
G. Keong Leong
The Ohio State University
Max M. Fisher College of Business
2100 Neil Avenue
Columbus, OH 43210-1399
phone: (614) 292-5250 / fax: (614) 292-1272
email: leong.1@osu.edu

New Faculty Development Consortium

The Institute will provide a development consortium for new faculty that will focus on research, teaching, publishing and other professional development issues for faculty beginning their academic careers. Attendance at the consortium is by application and is open to new faculty members who have completed their Ph.D. degree and are in the first two years of their teaching career.

CONTACT:
Dwight E. Smith-Daniels
Arizona State University
Department of Management
Tempe, AZ 85287
phone: (602) 965-3814 fax: (602) 965-8314
email: dwight.smith-daniels@asu.edu

Professional Development Program

The Institute's professional development program is aimed at helping the membership keep current in their fields. Topics will include new instructional and research methodologies, skills for greater professional success, issues related to industrial experience, and other beneficial current topics. Proposals and ideas for professional workshops are invited.

CONTACT:
Stanley Fawcett
Brigham Young University
Marriot School of Business
Provo, UT 84604
phone: (801) 378-5890
fax: (801) 378-5894
email: stan_fawcett@byu.edu

Placement and Academic Recruiting

Placement service for individuals seeking an academic position in areas related to the decision sciences will be offered at the meeting. In addition to the year-round Web-based listings, the Institute publishes a placement directory prior to the annual meeting with an international circulation of over 3,500.

CONTACT:
Gary Klein
College of Business and Administration
University of Colorado at Colorado Springs
1420 Austin Bluffs Parkway
P.O. Box 7150
phone: (719) 262-3157
Fax: (719) 262-3494
e-mail: gklein@mail.uccs.edu ■

Track and Theme Chairs

The conference is organized with a matrix design. Each paper will be classified according to the Institute's traditional functional area(s) and interdisciplinary theme(s). Papers are invited in, but not limited to, the track and theme areas listed below. Authors are asked to identify the primary functional areas, the secondary functional areas (if relevant), and any theme area under which the paper fits. All papers will be cross-listed to help participants find sessions of interest. Special announcements will be forthcoming as the track and theme area programs are developed. Accepted paper titles will be available on the Internet.

Program Tracks

Accounting: Theory, Applications and Practice

Scott L. Summers, University of Missouri-Columbia
email: summers@bpa.missouri.edu

DSS/Expert Systems/Multimedia Systems

Merrill E. Warkentin, Northeastern University
email: mwarkentin@neu.edu

Finance/Financial Management

Kashi Tiwari, Kennesaw State University
email: ktiwari@ksuemail.kennesaw.edu

MIS

James R. Cook, Southwest Texas State University
email: jc09@swt.edu
Vivek Shah, Southwest Texas State University
email: vs01@swt.edu

Marketing: Theory, Models, and Applications

John C. Rogers, California Polytechnic State University - San Luis Obispo
email: jcrogers@cymbal.calpoly.edu

MS/OR: Techniques, Models, and Applications

Thomas W. Jones, University of Arkansas-Fayetteville
email: twjones@comp.uark.edu

Organizational Behavior/Theory

Max S. Wortman, Iowa State University
email: mwortman@iastate.edu

P/OM: Manufacturing

Patrick Shannon, Boise State University
email: risshann@cobfac.idbsu.edu
Tom S. Foster, Boise State University
email: risfoster@cobfac.idbsu.edu

P/OM: Services

Sue Siferd, Arizona State University
email: sue.siferd@asu.edu

Quality and Productivity

Joel Wisner, University of Nevada at Las Vegas
email: wisner@cmail.nevada.edu

Statistics and Decision Analysis

George A. Marcoulides, California State University - Fullerton
email: gmarcoulides@fullerton.edu

Strategy and Policy

Terrell G. Williams, Western Washington University
email: williams@cbe.wvu.edu

Program Themes

Case Studies

Jeff Harper, Indiana State University
email: jeffharper@indstate.edu

Curricular Issues

Ronald D. Johnson, University of Scranton
email: johnsonr2@uofs.edu

Environmental Issues

Cathy Hartman, Utah State University
email: chartman@b202.usu.edu
Edwin Stafford, Utah State University
email: edstaff@b202.usu.edu

Health Care Planning and Analysis

Sharon B. Schweikhart, Ohio State University
email: schweikhart.1@osu.edu

Innovative Education

Cliff T. Ragsdale, Virginia Polytechnic Institute and State University
email: cragsdal@mail.vt.edu

Interdisciplinary Business Studies

Krishna S. Dhir, Pennsylvania State University-Harrisburg
email: ksd3@psu.edu

International Issues

Norma Harrison, Macquarie University
email: norma.harrison@mq.edu.au

Public Sector Issues

H. Michael Chung, California State University-Long Beach
email: hmchung@csulb.edu ■



Air Discounts for Annual Meeting

Teplis Travel has obtained air discounts applicable from any city in the U.S. into Las Vegas. The discounted fares are valid a few days before and after the convention dates. Discounts are available on American Airlines, America West, Continental, Delta, USAir, and United. Extra discounts are available if you book over 60 days in advance.

If you would like to take advantage of the discounts, your ticket must be ticketed and mailed by Teplis Travel. The sooner you call, the more likely you will get the

flights and times you wish. There is an additional expense for express-mailed tickets. Tickets may be charged to any major credit card, or you may pay by check.

Win two free airline tickets

When you book your travel to Las Vegas through Teplis Travel, you will be eligible to win two airline tickets for travel anywhere within the continental USA. (This offer is based on a minimum of 200 DSI participants purchasing air through Teplis Travel.)

Book early and be eligible for a double entry

If you purchase your tickets by August 30th, you will qualify for a double entry in the drawing. ■

Office hours: 8:30 a.m. - 5:30 p.m. EST
Call 1-800-950-2950
(In Georgia: 404-843-7480, ext. 3305)
Identify yourself as a "Decision Sciences Institute Attendee."

1998 DSI Placement Service

by Gary Klein, Placement Coordinator, the University of Texas of the Permian Basin

The time has come to again fire up the DSI Placement database. We are expecting another active year, so plan your recruiting activities well ahead of the conference. Deadlines for the submission of positions and applicants is September 18, 1998, to appear in the hardcopy directory, and November 13, 1998, to be on the website prior to the conference.

To place things in perspective, the 1997 San Diego conference was very active in terms of placement. By the end of the recruiting season, there were 210 positions and 180 applicants listed in the placement database. Interviews began before the placement center opened and continued past the time our system was packed and ready to be shipped home. We estimate that over 1200 interviews were conducted in the placement center and over 3000 messages were passed. This year should be even more active.

Listing fees have not changed. Each position listed is \$100. Student members list free. All others must pay a fee of \$25. Confidential listings are \$100 and must be arranged directly with the placement coordinator. Membership must be current for all applicants. New members and renewals may not be processed until membership fees are processed. (See membership information on the DSI homepage). Instructions for use of the system follow and are available on the DSI homepage at <http://dsi.gsu.edu>. **Questions and suggestions should be directed to me at the address below.**

Submitting Placement Data

There are two methods for submitting placement data.

Hardcopy Method. Placement forms will be mailed to all members. In addition, placement forms can be found on the Placement area of the DSI home page. Please use the area of interest codes provided on the directions. Hardcopy submissions may be mailed or faxed. No vitae or position descriptions will be accepted in hardcopy form. Please mail or fax the completed form to Placement Service Coordinator Gary Klein at the address or fax number below.

Electronic Method. Download an ASCII copy of the placement form from the website. This can be done with most web browsers by saving the file as an ASCII file or mailing the form to yourself (in each case, specify "text" version, not the "source" version). Complete the form using any word processor and save the result as a "text" file. If you wish, you may attach a text version of your vita or position announcement. These will be posted on the DSI Placement server if you do not have access to a server of your own. Send your file via e-mail as an ASCII attachment to Gary Klein at klein_g@utpb.edu. You may alternately send the file on a 3 1/2" disk (PC-compatible) to Placement Coordinator Gary Klein at the address below.

Viewing the Listings

All members and institutions have access to the listings via the DSI website. Select the viewing of "applicants" or "positions" from the Placement Center Home Page. Positions and applicants are listed by primary interest area. Searches may be conducted by using the find function on your browser. You may also acquire a copy of the information within an interest area by mailing yourself any html document or saving it as a file. In addition, tabular versions readable by most word processing systems can be downloaded to your system. Visit the website to conduct any of these activities. The listings will be available for viewing at the conference but without outside access to the Internet (no vitae or position announcements will be available on the conference version of the listings).

Hardcopy Directory

The hardcopy directory is prepared and mailed prior to the conference, so it has an early deadline to allow for printing and distribution. This year's deadline was September 18, 1998.

New this year: the directory is mailed only to those who list in the directory and to all business school dean's offices. An Adobe Reader version (pdf file) of the directory is currently available on the DSI website. Copies are also available at the conference.

Payments

Payments are by check, purchase order, or VISA or Mastercharge credit card. (For purchase orders: Institutions posting a position should provide a copy of the purchase order with mailed submissions. Submissions sent electronically should include the purchase order number on the position form.) Include the required payment or payment information with the submission of the form to the placement coordinator at the address below. ■

Please send all correspondence and submissions to:

Gary Klein
Couger Professor of Information Systems
College of Business and Administration
University of Colorado at Colorado
Springs
1420 Austin Bluffs Parkway
P.O. Box 7150
phone: (719) 262-3157
fax: (719) 262-3494
e-mail: gklein@mail.uccs.edu

Revised Preliminary Program

The preliminary conference program mailed in August has undergone a series of revisions and polish. Please see the current version on the website for the latest updates.

Call ahead for additional audio/visual equipment at Bally's

If presenters require audio/visual equipment in addition to an overhead projector, it is their responsibility to arrange and pay for such equipment. Bally's Hotel operates an A/V service department. Contact Al Schmitt, the A/V coordinator, at 702-967-4151 for more information on available equipment and prices. ■

Irwin/McGraw-Hill Technology Classroom

Excellent professional development for 1998 annual meeting participants

The "Irwin/McGraw-Hill Technology Classroom" sessions will provide an excellent professional development opportunity for DSI annual meeting participants. These sessions will be on a first-come-first-served basis, and will offer 25 computer workstations for use by the attendees. If there is standing room available, or if attendees are willing to share a computer, we will strive to include as many people as possible. This is a program which we hope will become a standard feature in our future meetings.

PowerPoint Basics

Sunday, 10:00 - 10:45 a.m.

Presenter: Ann Sorenson

Would you like to learn how to use PowerPoint as a lecture presentation tool? The first half of this session will provide you with the basic skills necessary to develop and edit PowerPoint.

Advantage Interactive Series

Sunday, 10:45 - 11:30 a.m.

Presenter: Jodi McPherson

Have you considered teaching MS Office applications using multimedia tools? Do you require your students to know and use Excel in your course? During the second half of this session we will demonstrate a product which helps students to learn MS Office basics. You will learn how to incorporate effective multimedia tools into your MS Office courses. Join this hands-on training for using these popular MS Office applications.

Incorporating Multimedia in the Classroom with Professor Presentation CD ROMs and Student CD ROMs

Sunday, 1:00 - 1:45 p.m.

Presenter: Colleen Suljic

Are you interested in creating a multimedia classroom presentation which combines PowerPoint, digitized video clips, digitized photos? In this session we will demonstrate how to accomplish this goal using a professor presentation CD-ROM which contains all of the print and electronic supplements for a text. We will also demonstrate student CD-ROMs and discuss how to incorporate them into the classroom.

Creating a Course Web-page and Incorporating Electronic Content

Sunday, 1:45 - 2:30 p.m.

Presenter: LeeAnn Strand

Have you created your own course web page yet? If yes, would your web site benefit from additional digitized and web-based resources? If you have not created your own web page yet, would you like to? In this session we will teach you how to create a web page and how to incorporate valuable electronic resources.

Web Based Course Delivery

Sunday, 3:00 - 4:30 p.m.

Presenter: LeeAnn Strand

Is your school interested in distance learning, delivering a course on-line, on-line testing, or on-line classroom administration? In this session we will present one of the leading web-based solutions and demonstrate how we have incorporated book specific content. You can edit and add to this shell to meet the needs of your course.

Heart of Operations Management

Sunday, 4:30 - 5:00 p.m.

Presenter: TBA

Are you interested in incorporating analytical and computational software in your Production and Operations Management course? In this session, we will present a new Windows-based product called Heart of Operations Management which enables you to solve real Operations Management problems and analyze the results.

For more information, contact:

Colleen Suljic
Marketing Manager
Irwin/McGraw-Hill
colleen_suljic@mcgraw-hill.com

The "paperboy problem" of the annual meeting breakfast and luncheon

The registration process for meal functions during the Annual Meeting is really the classic "paperboy" problem of inventory theory. When people pre-register in late spring or the summer, they indicate whether they will attend the luncheon and/or the breakfast. As the meeting approaches, many change their minds because of airline reservations, or even because of the weather on the day of the meal function.

History shows that anywhere from 40 to 91 percent of the people who say they will attend the meal function actually do so. For example, at a recent Institute annual meeting, 877 people said they would attend the luncheon. The Institute committed to the hotel for 625 meals, but only 385 people actually ate a meal. The result was that the Institute was charged \$25 for each of the 240 meals not eaten, for a total loss of \$4,000. If we had committed for all 877 meals, the loss would have been even larger at \$12,300.

The Board does not believe that we are good stewards for the membership if we allow such waste, and so we seek that illusive middle ground where everyone gets served without too many wasted meals. It is the Institute's policy that if a person is unable to be seated at a meal function, he or she will be reimbursed if they present the meal ticket to the Institute's staff at the time of the meal function. the meal ticket to the Institute's staff at the time of the meal function.

19th Annual Case Workshop for New Case Writers

This workshop, held Sunday, November 21st from 10:00 to 11:30 a.m., is designed for the new case writer with these objectives in mind: (1) generate sources for cases, (2) write cases, and (3) effectively use cases in the classroom.

The topical focus will be on (1) potential sources for case writing, (2) the traditional process of writing cases, (3) the inefficiency and ineffectiveness of this traditional process, and (4) new approaches to aid in the quality and reduction of the time factor in writing cases. ■

Chairpersons:

William Naumes, University of New Hampshire
Margaret J. Naumes, University of New Hampshire
Thomas F. Urban, Unisys

1998 Case Award Competition

Increasingly, cases are being recognized as important vehicles through which to establish the managerial relevance and applicability of the decision sciences. The Decision Sciences Institute has a long-standing tradition of promoting the development and use of high quality, managerially relevant cases. Among other activities, DSI has for 23 years offered a case workshop and competition as part of its annual meeting.

In keeping with and building on that tradition, DSI and Unisys are co-sponsoring the 1998 Case Award Competition. The competition seeks to recognize outstanding case writers and case-writing efforts in

the decision sciences. Its objective is to promote excellence in case development.

There will be a heavier emphasis this year as opposed to previous years on the competition aspect of this activity. On Saturday, November 21, from 3:00-4:30 p.m., four finalists (see page 32) will present their cases at the annual meeting in Las Vegas, at which time the winner of the 1998 Case Competition Award will be selected. The award carries with it a cash prize of \$200, as well as international recognition for both the winner and the winner's institution, and exposure for the winning case. ■

Case Award Competition Coordinator:

William Naumes
University of New Hampshire
Whittemore School of Business & Economics
Durham, NH 03824-3593
(603) 862-2618
Fax: (603) 862-4468
email: bill.naumes@unh.edu

Healthcare Planning and Analysis Theme

This year's Health Care Planning and Analysis Theme offers several ways for meeting attendees to learn more about health care and interact with health care researchers.

All DSI members, not just health care researchers, will be interested in a fascinating workshop being offered by practitioners from Kaiser Permanente, San Diego. Mike Cono, Ruth Landaal and Debi Sanks, all operations analysts from Kaiser's Strategic Planning Group, will present a case study entitled "Creating an Outpatient Medical Center: The Big Gamble or A Sure Bet? A Case Study in the Use of Operations Analysis in the Strategic Planning Process."

Other Health Care Highlights

- A teaching-focused panel, entitled "Health Care Management: The Challenges of Course Development and Teaching," will explore a variety of teaching issues. Elizabeth Anderson, University of Houston, will chair the panel.
- Research papers exploring a breadth of health care research topics will be presented in two paper sessions.
- A research roundtable, hosted by Susan Meyer, University of Minnesota, will offer interested researchers a time to come together for open-ended discussion of the important challenges and issues that face decision sciences researchers working in health care. ■

Room Rebates

In 1995, the Institute made the commitment to hold its 1998 Annual Meeting in Las Vegas, Nevada. This year, the Institute's Board of Directors requested that Bally's Las Vegas Hotel, the conference hotel, add a rebate to the previously negotiated reduced group room rate.

The Institute has been reluctant, as a general practice, to initiate such rebates. However, exceptions have been made by the Board so that rebate funds could help support additional member services and conference activities that otherwise would not have existed, or would have required higher registration fees, or significant member dues increases.

In April, during this year's budget deliberations, the Board of Directors approved a per guest room rebate of \$7 which will be paid to the Institute for the 1998 Annual Meeting in Las Vegas. In the original contract with Bally's, the Home Office had negotiated a very favorable room rate that is 40% lower than the normal hotel rates. Consequently, from the beginning, our members were assured of unusually attractive room rates for the 1998 Annual Meeting.

With this in mind, the Board decided that using the rebate monies paid to the Institute to help defray conference and member service expenses represented the best benefit for the membership.