

1999 Program Chair's Message

Tom Jones, University of Arkansas



AS I WRITE MY LAST PROGRAM CHAIR'S MESSAGE before the 1999 Annual Meeting, the Preliminary Program has been mailed to you, and I now can see the light at the end of the tunnel.

Thank You. Let me take this opportunity to express my gratitude to everyone who has contributed (and who will contribute) to making this Conference a success—authors, reviewers, session chairs, discussants, participants in special sessions, the folks in the DSI Home Office, and my Program Committee. For the first time, the reviewers of competitive papers and proposals are acknowledged in the *Proceedings*. The list of 500 reviewer names and affiliations can be accessed from the Program Chair Web Page on the Internet at:

<http://comp.uark.edu/~finnell/dsi99/>

Preliminary Program. The printed version of the Preliminary Program does not contain the most current information concerning the program. **There have been revisions to what was published due to participants' requests for additions and deletions to the program.** Also, at press time, I was still in the process of updating the program database to reflect the titles of papers and authors' affiliations, as well as the addition and deletion of authors, as shown on the *Proceedings* papers.

Final Program. E-mail messages received prior to October 13 that (1) informed me of affiliation changes, (2) required replacement of session chairs and discussants, and (3) requested withdrawal from the program were processed prior to the press deadline for the final program. Changes received on or after October 13 will not appear in the printed version of the final program, which will be available in New Orleans. The most current program schedule can be accessed on the Internet at:

<http://comp.uark.edu/~finnell/dsi99/www/>

Click on the "Message from your chair!" link to determine the date of last revision. The final program also may be accessed from the Institute's website (<http://dsi.gsu.edu/>) or the Program Chair Web Page.

Conference Program. In addition to the customary paper presentations, there are numerous special high-profile sessions (e.g., workshop, tutorial, panel, symposium, or colloquium) and other activities. Be sure to look in this issue of *Decision Line* for announcements containing specific details about these events. I am excited about the program. I trust that your participation in this conference will benefit you in your profession.

Saturday, November 20

- Academic Administrator Program
- Doctoral Student Consortium
- Enterprise Resource Planning Curriculum Development and Research Issues
- New Faculty Development Consortium
- Professional Development Program (Day 1)
- Services Management Miniconference
- Teaching With Spreadsheets Miniconference

Sunday, November 21

- Enterprise Resource Planning Vendor Workshop
- Instructional Innovation Award Competition Presentations by Finalists
- MBA Curricular Issues Program
- Professional Development Program (Day 2)

Monday, November 22

- Best Case Studies Award Competition Presentations by Finalists
- Enterprise Resource Planning Academic Panel
- Irwin/McGraw-Hill Technology Classrooms
- Ph.D. Curricular Issues Program
- Professional Development Program (Day 3)

Tuesday, November 23

- Professional Development Program (Day 4)
- Undergraduate Curricular Issues Program

Remember to check the Program Chair Web Page for the latest materials pertaining to the 1999 DSI Annual Meeting. Included among the numerous links, you can access the:

- Final Program,
- Guidelines for Presenters,
- Guidelines for Topic Table Participants,
- Guidelines for Discussants,
- List of reviewers of competitive papers and proposals, and
- New Orleans visitor information.

Please plan to join friends and colleagues at the 30th anniversary meeting, November 20-23, 1999, at the Sheraton New Orleans Hotel located near the French Quarter. ■

1999 ANNUAL MEETING COORDINATORS

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Award Winners and Finalists

Best Paper Awards

Best Application Paper

**Health Care Service Operations:
Resource Planning Tools and the Role of
Information Technology**

Elliot Bendoly, Indiana University
Kurt Bretthauer, Indiana University
Murray J. Côté, Trinity University
Daesik Hur, Indiana University

Best Environmental Issues Paper

**Greening the Automotive Supply Chain
Through Technology and Operations**

Remko I. van Hoek, Erasmus University

Best Interdisciplinary Paper

**Using Neural Networks to Predict the
Wealth Effects of Corporate Strategy
Decisions**

Caron H. St. John, Clemson University
Nagraj Balakrishnan, Clemson
University

James O. Fiet, University of the Pacific

Best Theoretical/Empirical Research Paper

**Corporate Refocusing During the 1990s:
A New Typology with an Empirical
Investigation of Its Performance
Consequences**

Jun Zhao, Governors State University
Michael D. Michalisin, Southern Illinois
University - Carbondale
Charles I. Stubbart, Southern Illinois
University - Carbondale

Instructional Innovation Award Competition Finalists

Four submissions have been chosen in the Instructional Innovation Award Competition, co-sponsored by Alpha Iota Delta, the national honorary in the decision sciences, Prentice Hall, and the Decision Sciences Institute. The finalists will present their submissions in a special session on Sunday, November 21, 1999, from 10:00 a.m. until 12:00 p.m., in the Walker Percy Room. The finalists, in alphabetical order, and their papers are:

**From Worst to First: An Innovative
EMBA (and MBA) Decision Science
Course**

Harvey J. Brightman, Georgia State
University
Robert Elrod, Georgia State University

**An Integrative Data Mining Approach
for Teaching Knowledge-Based Business
Decision Models**

Jeen-Su Lim, The University of Toledo
John H. Heinrichs, The University of
Toledo
Lonnie Hudspeth, The University of
Toledo

**Managing in a Global Environment:
A Web-Based Cross-Cultural Experience**

Robert Eng, Babson College
Ashok Rao, Babson College

Discovery Participant

Alastair Nicholson, London Business
School
Mark Frohlich, London Business School

Elwood S. Buffa Doctoral Dissertation Competition Winner

The DSI Doctoral Dissertation Competition is named in honor of Professor Elwood S. Buffa, UCLA, for his many contributions to the decision sciences. The purpose of the competition is to identify and recognize outstanding doctoral research in the development of theory or applications of the decision sciences completed during 1998.

Sime Curkovic, Western Michigan
University

**Investigating the Linkage Between Total
Quality Management and
Environmentally Responsible
Manufacturing**

Degree-Granting School:
Michigan State University

Dissertation Advisors:

Steven A. Melnyk (Co-Chairman)
Robert Handfield (Co-Chairman)
Roger Calantone
Gyula Vastag ■

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 1999 Annual Meeting. Through their generous contributions a number of special events and program activities were made possible.

- Alpha Iota Delta
- Arizona State University, College of Business
- Baruch College, The City University of New York, Zicklin School of Business
- The Darden Case Collection, The Darden Graduate School of Business Administration, University of Virginia, e-mail: dardencases@virginia.edu; www.darden.edu/case/collection
- Ernst & Young LLP
- Georgia State University, J. Mack Robinson College of Business
- Irwin/McGraw-Hill, in conjunction with CompUSA
- Lucent Technologies
- Michigan State University, The Eli Broad College of Business
- Prentice Hall
- The Sheraton New Orleans Hotel
- Southern Methodist University, The Edwin L. Cox School of Business
- UNISYS Corporation - Information Services
- University of Arkansas - Fayetteville, Sam M. Walton College of Business Administration
- University of Colorado at Colorado Springs, College of Business and Administration
- University of Georgia, The Terry College of Business
- University of New Orleans, College of Business Administration and the Department of Management
- University of Northern Iowa, College of Business Administration
- University of Rhode Island, College of Business Administration, Graduate Programs and Research Office
- South-Western College Publishing, A Thomson Learning Company

Elwood S. Buffa Doctoral Dissertation Award Competition Winner Announced

Professor Sime Curkovic from Western Michigan University will be recognized as the winner of the Decision Sciences Institute's 1999 Elwood S. Buffa Doctoral Dissertation Award Competition at the 1999 Annual Meeting of the Decision Sciences Institute in New Orleans this November. Dr. Curkovic will receive a certificate and a \$1,500 cash award. This annual competition is jointly sponsored by Irwin/McGraw-Hill and the Decision Sciences Institute.

The 1999 Elwood S. Buffa Doctoral Dissertation Competition attracted five outstanding dissertations from the following schools:

- Julie Kendall, Rutgers University, Camden
- Ken Kendall, Rutgers University, Camden
- Mo Adam Mahmood, University of Texas
- William Perkins, Indiana University
- Anthony D. Ross, Texas A&M University
- Albert H. Segars, University of North Carolina, Chapel Hill
- J. P. Shim, Mississippi State University

Winning Dissertation

The reviewers selected Sime Curkovic of Western Michigan University as the winner of the 1999 Buffa Doctoral Dissertation Competition for his manuscript entitled "Investigating the Linkage Between Total Quality Management and Environmentally Responsible Manufacturing." The reviewers comments suggested that the dissertation represented a strong methodological and theoretical contribution to a current area in the decision sciences. It was viewed as having a timely focus as well as being well executed and written. Dr. Curkovic received his degree from Michigan State University. His dissertation advisors were Steven A. Melnyk (Co-Chairman), Robert Handfield (Co-Chairman), Roger Calantone, and Gyula Vastag.

These dissertations examined diverse subjects within the areas of information systems (3 submissions) and operations management (2 submissions). They employed a variety of methodological approaches.

An outstanding group of ten reviewers carefully evaluated the dissertations in a double-blind evaluation process. The reviewers examined each dissertation in terms of its originality, contribution to theory, contribution to practice, quality of research design and methodology, and clarity of expression. These referees selected the top-ranked dissertation to be the winner of the 1999 competition award. These individuals deserve special recognition and thanks for their hard work and contribution to the award program:

- Susan Amundson, Arizona State University
- John Anderson, University of Minnesota
- Tom S. Foster, Boise State University

Elwood S. Buffa Doctoral Dissertation Competition Coordinator:

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Proceedings Format

The 1999 Annual Meeting *Proceedings* will be produced in three volumes, with tracks and themes divided as follows:

Volume 1: Special Sessions

Accounting
Case Studies
Finance
Innovative Education
Marketing
Organizational Behavior/
Theory
Strategy and Policy

Volume 2: DSS/AI/ES/Multi Media

Systems
International Business
MIS
MS/OR
Statistics, Decision Analysis
and Forecasting

Volume 3: POM - Manufacturing

POM - Services
Quality and Productivity

Attendees will be given the following choices. Those pre-registering by October 1, 1999, 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 and Emeritus 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.

New Faculty Development Consortium

Co-sponsored by the University of Rhode Island, College of Business Administration, Graduate Programs and Research Office, and the Decision Sciences Institute

The 1999 Annual Meeting of the Decision Sciences Institute will include the annual mentoring program for new faculty, the New Faculty Development Consortium, on Saturday, November 20, 1999. The focus of the Consortium will be on professional issues such as research, publications, grant writing, teaching, and career management. The registration deadline for the consortium was September 7, 1999.

Saturday, November 21

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

Registration and Continental Breakfast for New Faculty Development Consortium Participants

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

Success Factors for New Faculty

Panelists:

William Dempsey, Dean, College of Business and Economics, Radford University

Thomas P. Breslin, Dean, School of Business, The College of New Jersey
Edward M. Mazze, Dean and the Alfred J. Verrecchia-Hasbro Inc. Leadership Chair in Business, College of Business Administration, University of Rhode Island

The panel will discuss the success factors necessary for achieving tenure at an AACSB accredited institution where the emphasis is on quality teaching and research leading to publications. The panel also will examine the use of teaching and research portfolios for assessing performance in and outside the classroom.

Saturday 9:00 - 10:45 a.m.

The First Years: Pitfalls, Pinnacles, and Enablers

Facilitator:

Dwight Smith-Daniels, Arizona State University

Participants will be guided through a team exercise that will allow them to study the enablers in the first years of an academic career in the decision sciences. The facilitator will provide guidance in identifying important measures of success (pinnacles), the means to achieve that success (enablers), and the factors

that can lead to less successful outcomes (pitfalls). This session also will provide participants the opportunities to learn from others in this year's cohort of new faculty.

Saturday 10:45 - 11:00 a.m.

Coffee Break

Saturday 11:00 a.m. - 12:00 p.m.

Essentials of Sponsored Funding for Business School Faculty

Speaker:

Peter R. Barcher, University of Wisconsin - Madison

This session will address key issues in obtaining grants to support research and other sponsored programs. Topics include: identifying funding opportunities using specialized databases; tips and techniques for writing winning proposals; budgeting for sponsored projects; dealing with campus research offices; and issues in managing a research grant.

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

Lunch With Doctoral Student Consortium Participants

Welcome From:

Lee Krajewski, *President of DSI*, University of Notre Dame

Tom Jones, *Program Chair*, University of Arkansas

Ceyhun Ozgur, *President of Alpha Iota Delta*, Valparaiso University

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

Introducing Global Context to Business Education

Speaker:

Chai K. Kim, University of Rhode Island

One of the biggest challenges facing the institutions of higher education today is to find ways to prepare students to function effectively in the workplace of the 21st Century which will be increasingly multinational and multicultural. To help internationalize teaching and learning, we at the University of Rhode Island have been successful in obtaining financial support from the federal government. In this presentation, the speaker will share his experience of seeking, obtaining, and implementing federal funding programs. The presentation will be useful especially for those who are new in

writing federal grant applications.

Saturday 2:00 - 3:30 p.m.

Constructing and Maintaining Your Dossier

Speaker:

John P. Leschke, University of Virginia

This session discusses the process of preparing your dossier when applying for promotion and tenure. What does it look like? What does it contain? What can I say? How can I create an easy to use document? Should I start now? The primary message of this session is that maintaining the dossier as you go provides a structure for managing the early stage of your career and helps you manage your priorities.

Saturday 3:30 - 3:45 p.m.

Coffee Break

Saturday 3:45 - 4:45 p.m.

Making of Great Authors

Panelists:

Barbara Flynn (Editor), *Quality Management Journal*, Wake Forest University

Jack Meredith (Editor), *Journal of Operations Management*, Wake Forest University

Susan Amundson, Arizona State University

Two editors of the leading journals in decision sciences present their perspectives on how to become a better reviewer. Furthermore, an expert will present a different perspective as reviewer. These different views should help participants get a better understanding how to be a better reviewer and how good review can lead to become a better author.

Saturday 4:45 - 5:00 p.m.

Concluding Remarks

Speaker:

Maling Ebrahimpour, University of Rhode Island ■

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1999 TRACK CHAIRS

Accounting: Theory, Applications and Practice (CPE credit is available)

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International Business

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Management Information Systems

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Roy Martin, Southwest Texas State University
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Vivek Shah, Southwest Texas State University
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Marketing: Theory, Models and Applications

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MS/OR: Techniques, Models and Applications

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Production and Operations Management:

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Quality and Productivity

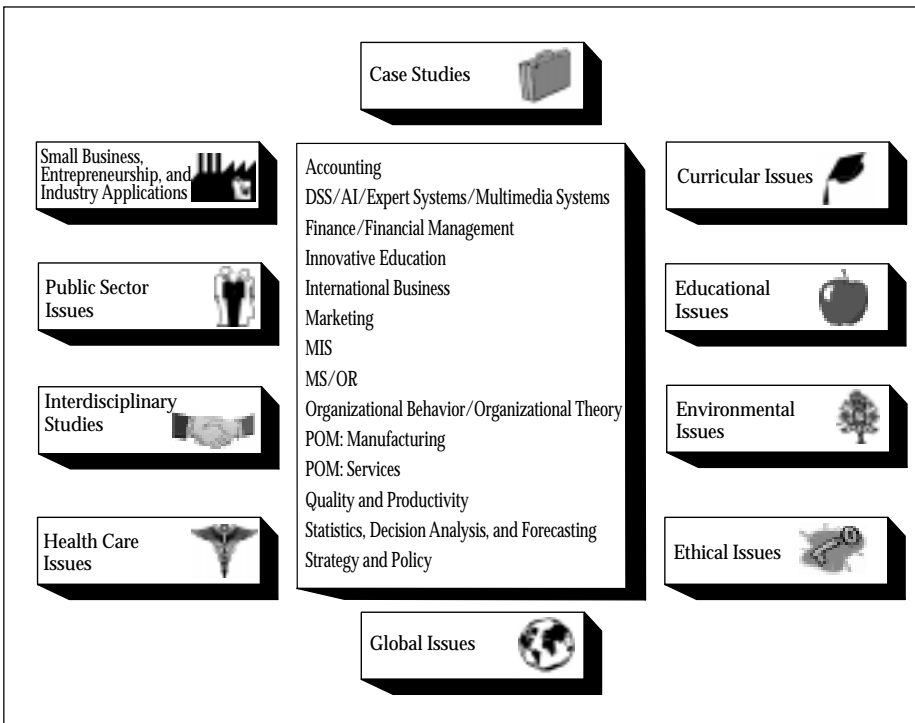
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Statistics, Decision Analysis and Forecasting

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Strategy and Policy

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The DSI annual meeting is conceptualized in both the traditional functional area tracks, as well as in cross-disciplinary themes. These themes allow an integration across functions and provide a new focal point for our colleagues involved in cross-disciplinary work.

1999 THEME CHAIRS

Case Studies

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Curricular Issues

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Educational Issues

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Environmental Issues

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Ethical Issues

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Global Issues

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Health Care Issues

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Interdisciplinary Studies

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Public Sector Issues

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Small Business, Entrepreneurship, and Industry Applications

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Professional Development Program

The Institute will continue its practice of providing a professional development program beginning on Saturday, November 20, and continuing until Tuesday, November 23, 1999. The following sessions focus on professional development topics that are of broad interest to the membership.

Saturday 9:00 - 11:00 a.m.

Workshop: Faculty Training Program for Quality Management and Assessment

Moderator:

Larry Weinstein, Wright State University

The emphasis of the AACSB standards on the development of an environment for continuous improvement in colleges of business has fostered a need for faculty training in these concepts. This workshop describes a program intended to involve faculty in organizational assessment using the principles of the Malcolm Baldrige National Quality Award (MBNQA) model for Total Quality Management (TQM). Faculty teams, representing individual departments in the College of Business, review the 1995 academic case to learn how to utilize the MBNQA model for organizational assessment. Participants then use the model to assess the performance of their own programs.

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

Workshop: Implementing Enterprise Applications on the Web Using Java Servlets

Moderators:

Ramesh Subramanian, University of Alaska - Anchorage

Gary Mullen-Schult, IBM-Rochester

David Wall, IBM-Rochester

The tremendous growth of E-Commerce necessitates that Enterprise data be connected with Web applications. As a result, the development and deployment of Web-based Enterprise applications is gaining momentum. This development also has led to an increase in the use of Java technology. This session will demonstrate the use of Java Servlets Technology for developing and deploying an Enterprise E-Commerce application using IBM's WebSphere Application Server loaded on a PC running NT 4.0, Enterprise data housed in an IBM AS/400 system running DB2, and the "AS/400ToolBox for Java" providing the bridge.

Saturday 1:00 - 3:00 p.m.

Workshop: How Discrete-Event Simulation Software Works

Moderator:

Thomas J. Schriber, University of Michigan

This session will provide an introduction to how discrete-event simulation software works.

Topics to be covered include discrete-event systems and modeling; entities, resources, control elements and operations; projects, experiments and replications; entity movement phase; clock update phase; entity states; and entity lists and their management, all discussed at the generic level. The implementation of these generic concepts in SIMAN, ProModel, and GPSS/H will also be described. The session will conclude with several examples of why it matters for modelers to know how their simulation software works.

Saturday 1:00 - 4:30 p.m.

Workshop: Don't Want to be an Academic Anymore? Career Change and Career Development by and for Academics

Moderators:

Helen LaVan, DePaul University

David E. Drehmer, DePaul University

Been less than fully satisfied with where your career in academia is going? Been increasingly concerned about how technology will impact on the teaching portion of your career? Been increasingly stressed about balancing your teaching and research responsibilities? Are the projections for the future of college teaching from the Occupational Outlook Handbook causing your concern? Unsure about whether you are suited for an academic career? Perhaps now is the time to evaluate your career and consider other career options. This session is a hands-on one in which participants will develop a mini portfolio. Participants will gain a better understanding of who they are, what skills they have to offer non-academic employers and what strategies are available for pursuing other career options, both within and outside academia. This approach is both a high-touch, high-tech approach to career development.

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

Workshop: Distance Education MBA Programs

Moderator:

David Karber, California State University, Dominguez Hills

This session will focus on the development of distance learning MBA programs using state-of-the-art technology and teaching methods. CSUDH is widely recognized as a leader in the electronic delivery of courses that are live, dynamic, and interactive. The Distance Learning Program at CSUDH offers a variety of broadcast methods including televised classes, satellite classes, video-conference classes, and Internet classes.

Offered Twice

Sunday 9:00 - 10:15 a.m.

Monday 1:00 - 2:15 p.m.

Workshop: Innovative On-Line Technology Options

This session includes a detailed presentation of innovative technology solutions—PHLIP/CW companion websites, and on-line course delivery with WebCT—available with selected Prentice Hall textbooks.

Offered Twice

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

Monday 2:30 - 3:45 p.m.

Workshop: Moving to Office 2000: Training and Assessment

This session will focus on the features of Office 2000 and demonstrate three easy-to-use skills-based programs: SkillCheck, PinPoint, and CBT.

Offered Twice

Sunday 1:00 - 2:15 p.m.

Monday 9:00 - 10:15 a.m.

Workshop: Technology Innovations for Teaching Operations Management

This session will discuss the use of the Internet, interactive activities, and CD-ROM technology to improve your operations management course.

Offered Twice

Sunday 2:30 - 3:45 p.m.

Monday 10:30 - 11:45 a.m.

Workshop: Using Excel to Spice up Your Business Statistics Course

This session will discuss the increased use of Microsoft Excel in Business Statistics courses and the role of Microsoft Excel as a vehicle for integrating the statistics course into the core business curriculum.

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

Workshop: Interaction and Nonlinear Effects in Structural Equation Modeling

Moderator:

George A. Marcoulides, California State University, Fullerton

Structural equation modeling to date has predominantly used independent and dependent latent variables to examine linear effects in theoretical models. However, models with interaction and nonlinear effects are often encountered in the real world. Despite the obvious presence of interaction and nonlinear effects in theoretical models, the techniques for examining such models are not well understood and can be technically demanding. This workshop will provide an introduction to the various procedures available for testing interaction and nonlinear effects in structural equation modeling.

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

Workshop: Outcome Assessment in Higher Education: Multiple Methods and Multiple Objectives

Moderators:

Bronston T. Mayes, California State University, Fullerton

Ronald E. Riggio, Claremont McKenna College
Patricia Szeszulski, California State University, Fullerton

Thomas Klammer, California State University, Fullerton

Deirda J. Schleicher, Kansas State University

The session will provide a forum for scholars interested in outcome assessment to share their experiences and address their assessment problems. The moderators have extensive experience in using assessment center methods to measure learning and various skills of business and psychology students. The presentations will: (1) highlight assessment center methodology and show how it can be used to predict student hiring and future job performance, (2) describe how assessment centers can be used to train students in skill areas that enhance career entry and success, (3) discuss which university activities contribute most to future job success and which skills are most important for initial success in a business career, and (4) address the use of outcome assessment as part of university accreditation efforts.

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

Workshop: Assessing Unidimensionality and Other Measurement Properties Using Structural Equation Modeling: An Illustration for Manufacturing Researchers

Moderator:

Xenophon Koufteros, Florida Atlantic University

Traditional exploratory techniques have been used to provide preliminary scales and assess measurement properties. Manufacturing researchers have, however, overlooked the assessment of unidimensionality, an essential measurement property and a basic assumption of measurement theory. An explicit evaluation of unidimensionality can be accomplished with a confirmatory factor analysis (CFA) of individual measures as specified by a multiple-indicator measurement model. A paradigm for scale evaluation incorporating CFA for the assessment of unidimensionality will be outlined along with methodology to assess other measurement properties such as convergent validity, discriminant validity, composite reliability, and average variance extracted. A measurement model is tested first followed by a structural model of interest.

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

Workshop: Meet the Editor—Journal Talk

This session will provide those people interested in contributing to journals, especially those interested in submitting or reviewing manuscripts, a chance to speak face-to-face with editors of journals from various functional areas in business. Editors from the following journals will be present to answer questions in a roundtable format:

Academy of Management Journal

Tom Lee (Associate Editor), University of Washington

Decision Sciences

Ram Narasimhan (Editor), Michigan State University

Emergence: A Journal of Complexity Issues in Organizations & Management

Anne Duffy, LEA, and Michael R. Lissack (Editor), New England Complex Systems Institute

Journal of Business & Management

Burhan F. Yavas (Editor), California State University, Dominguez Hills

Journal of End-User Computing

Mo Adam Mahmood (Editor), University of Texas, El Paso

Journal of Operations Management

Jack Meredith (Editor), Wake Forest University

Journal of Organizational Computing and Electronic Commerce

Andrew B. Whinston (Editor-in-Chief), University of Texas, Austin, and Anne Duffy, LEA

Location Science

Zvi Drezner (Associate Editor), California State University, Fullerton

MIS Quarterly

Magid Igharia (Associate Editor), Claremont Graduate University

Structural Equation Modeling

George A. Marcoulides (Editor), California State University, Fullerton

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

Workshop: The Trials and Tribulations of Teaching Management Science via Distance Learning

Moderator:

Barry A. Pasternack, California State University, Fullerton

This session will discuss the author's experiences teaching graduate and undergraduate management science survey courses via distance learning. It will focus on such issues as the format of the courses, the amount of time involved developing course materials, and the success of the endeavors. Specific attention will also be paid to reasons why students sign up to take such courses and the types of students who may best benefit from this learning approach.

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

Workshop: Teaching Services Management I

Moderator:

Scott Sampson, Brigham Young University

Academic interest in service management continues to increase. Many instructors would like to teach Services Management, but are not sure about the best approach to take. In this session we will discuss fundamental considerations in teaching a Services Management course, such as: justifying Services Management as part of your curriculum, essential topics to cover in the course, teaching materials which can be used, and ways to make the course highly interactive and applied.

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

Workshop: Teaching Services Management II

Moderator:

Scott Sampson, Brigham Young University

This session expands on the previous session by discussing specific example Services Management course topics, and how they might be introduced in a way that engages the students in the learning experience. Methods will be demonstrated for providing this extremely rich and invigorating learning environment with minimal instructor preparation. Information will be provided to session attendees that will allow them to teach a world-class Services Management course within weeks, regardless of their prior minimal experience with the subject.

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

Workshop: Funding Opportunities in the Decision Sciences at the National Science Foundation

Moderator:

Ann Bostrom, NSF Program Officer, Program in Decision, Risk, and Management Science

This session will discuss funding opportunities in the Decision Sciences at the National Science Foundation. The speaker will discuss funding opportunities primarily in the Program in Decision, Risk, and Management Science within the division of Social and Economic Sciences. ■

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MBA Curricular Issues Program

Co-sponsored by the MBA Roundtable and the Decision Sciences Institute

Once again, in collaboration with the MBA Roundtable, the Decision Sciences Institute is pleased to organize the fifth annual MBA Miniconference. It will be held Sunday, November 21, 1999. The program is centered on three issues that are important in the MBA programs.

First, we take a reflective look at the changes that many MBA programs have gone through. The speakers will share their experiences and thoughts on where the MBA curricula have been and where it is going. Also, they will address factors germane to successfully transforming and reengineering MBA programs for the next century. Second, participants will discuss how to integrate international, leadership, and technology components in the MBA curricula. Each speaker will share experiences and efforts made in their institution in achieving this integration. Third, a panel of experts will address issues that are pivotal and must be considered in offering an on-line MBA degree program. They will share their experiences and provide practical suggestions for avoiding pitfalls during the planning, developmental, and implementation phases of such a program.

We hope that you will join and participate in this exciting and thought-provoking program. You are encouraged to engage in dialogue with other participants in these sessions and share this information with colleagues. Your participation, suggestions and comments would enrich this fifth MBA mini-conference.

Sunday, November 21, 1999

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

The MBA Revolution: What Is It?

Presenters:

*Rodney Alsup, Coles College of Business,
Kennesaw State University*
*Allan H. Conway, Faculty of Management,
University of Calgary*
*Carol Reeves, Sam M. Walton College of Business
Administration, University of Arkansas*
*Jim Sorensen, Daniels College of Business,
University of Denver*

Much has been made of the major changes that many MBA programs have undergone throughout the nineties. Many have termed

what has happened over the past decade as the "MBA revolution." Yet, as we enter the next century, the question of which changes for what outcomes still face all MBA programs, both those who have been intensely involved with changes for years and those who are just starting to develop new models. The presenters in this session will describe change drivers, new designs, and processes that their schools have experienced. As well, they will address the current change drivers and intentions for change at work at their schools. The intent is to form the base for thinking about the opportunities and threats currently facing the MBA enterprise and to allow each of the attendees to grapple with their roles in creating a better MBA at their school.

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

Integrating International, Leadership, and Technology Perspectives Into MBA Curricula

Presenters:

*Robert E. Markland, Darla Moore School of
Business, University of South Carolina*
*Jack Krogstad, College of Business
Administration, Creighton University*
*Doug Blocher, Kelley School of Business, Indiana
University*

Business schools have allocated significant resources and implemented various strategies in order to incorporate international, leadership, and technology perspectives into their MBA curricula. This session will discuss how schools have achieved this integration. Each presenter will focus on one topic and share his/her experience in the respective area. The session will conclude with a discussion involving the attendees and the presenters.

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

On-Line MBA: Issues and Perspectives

Presenters:

*John Kraft, Warrington College of Business
Administration, University of Florida*
*Ali Ardalan, College of Business and Public
Administration, Old Dominion University*

Distance education has been around for a while. Advances in communication technologies including the Internet have accelerated the proliferation of on-line business education. In addition to obvious pros and cons of distance learning, this session will provide additional useful and practical

insights into offering an MBA on-line. This session should be of use to anyone contemplating either offering courses or the entire degree program on-line. Each presenter will discuss issues germane to establishing and successfully running MBA programs on-line. The format of this session is interactive and attendees' participation and exchange of ideas are encouraged. ■

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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 been recapitalized recently by a group of Founding Member Schools and has begun an ambitious effort to expand the services it offers to member schools.

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1999 Ph.D. Curricular Issues Program

What will be the content and skills profile of the new business faculty member of 2010? How will we prepare new and current faculty for the ever changing business environment? What shall we teach in our business Ph.D. curriculum? These are just a few of the questions that should be answered as we assess our Ph.D. programs. In general, business Ph.D. curricula in the past few years have focused on research and statistical skills, business and economic foundations, advanced knowledge acquisition, and the application of research skills in focused research projects. This traditionally has been accomplished by concentrating on a single discipline within business.

In the past, this miniconference has focused on the current view of business Ph.D. education and on what the business Ph.D. education should become. Last year the miniconference held discussions on producing excellence in new faculty (program development), mentoring Ph.D. students, and management of the doctoral program (program reviews, recruiting, admission, and monitoring of doctoral students). This year, we focus on the teaching and content directions of the business Ph.D. programs. Obviously, graduates should have advanced knowledge of content in the business discipline. *Yet, what and how should we teach research methods? What and how should we teach future business faculty about teaching methods and how to teach?* In short, we continue our discussion to enhance the business doctoral programs.

Monday, November 22

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

Emerging Research Directions and the Effectiveness of Doctoral Education

Keynote Speaker:

Fred Davis, David Glass Chair in Information Systems, Sam M. Walton College of Business Administration, University of Arkansas

Emerging research and educational issues in the information and decision sciences will be discussed along with their implications for

doctoral education. The growing importance of multidisciplinary attacks on key business problems dictates a departure from narrow specialization. How can we balance the disciplinary breadth needed for tackling relevant applied issues with the depth and specialization required for the effective generation and dissemination of rigorous scientific knowledge? Which of the old rules and norms for quality research and teaching can we disregard, and which must we retain? How can the next generation of scholar-educators acquire the mastery of both content and method needed to excel in this new arena? This session seeks to identify and frame (but not resolve!) some of the major challenges facing our field.

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

Business Ph.D. Programs: Changing Priorities

Presenters:

Larry P. Ritzman, Boston College
Anne B. Koehler, Miami University
James C. Hershauer, Arizona State University
Walter P. VanBuskirk, Boston College

The American Assembly of Collegiate Schools of Business and the Graduate Management Admissions Council called for changes in business education and scholarship. Indeed, significant changes have been made at both the undergraduate and masters levels. However, doctoral business programs have changed very little. Reluctance to change may surprise some because of the tight job market during the last decade, caused by a decline in the demand for new faculty. Responding to the perceived needs of "consumer" universities could give changing "producer" universities a competitive advantage in placing their doctoral students.

Based on a survey of universities that were either hiring or placing new Ph.D. students, we find preferences for greater research relevance, more research on global issues within research disciplines, and making a faster start in both research and teaching. At the same time, there is little propensity to change in some areas. Formal coursework in a student's discipline and research tools remains a top priority, as do traditional research capabilities. Consumer universities differ from producer universities on several important respects, creating a tension that can be a catalyst for change.

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

Developing Professional Leadership Through a Doctor of Technology Program

Presenters:

Purnendu Mandal, Deakin University
Allan Brownrigg, Deakin University

A continuous knowledge-upgrading for senior executives has become a must due to rapid technological changes in workplaces. To facilitate the required changes, educational institutions have been approached time and again to provide appropriate skill development programs. The industry community expects universities to provide leadership and opportunities to senior executives in knowledge acquisition without much disruption to day-to-day managerial duties. Universities have been approached to design and provide innovative and professionally challenging programs to senior professionals.

The professional doctorate can be an appropriate program for busy senior professionals in enhancing professional leadership and creating technology-based intellectual property, and the Doctor of Technology (D. Tech) is such a degree designed and implemented at Deakin University. The program, designed for senior-level working professionals and run by executive-turned-academics, is expected to provide a unique opportunity for strategic and interdisciplinary treatment of industrial problems. ■

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Undergraduate Curricular Issues Program

The continuing need to address undergraduate curricular issues has been an ongoing concern of the Decision Sciences Institute. In keeping with the tradition of dedicating a miniconference to this purpose, the Undergraduate Curricular Issues Miniconference is scheduled for Tuesday morning, November 23, 1999. Two sessions will be presented, both dedicated to making the undergraduate curriculum experience as valuable as possible. The last miniconference before the new millennium will include the means to better prepare students for the college experience and the need to include advances in technology into the existing undergraduate business curriculum. Both of these sessions are dedicated to the future of business curricula and the best mix of student capabilities and curriculum content. We hope to have a widely diverse audience who will come prepared to participate and contribute their own ideas and experiences.

Tuesday, November 21

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

Bringing Decision Sciences Education to the Junior High and High School Curriculum

Panelists:

- Scott R. Swenseth, University of Nebraska - Lincoln
 Terrence C. Sebor, University of Nebraska - Lincoln
 Lou Keller, Senior Vice President, PROMODEL Corporation
 Steve Dunbar, Director, J.D. Edwards Program, University of Nebraska - Lincoln
 Linda Ann Riley, New Mexico State University
 Ruth N. Stadheim, PROMODEL Teacher, Southeast Service Cooperative of Minnesota

Many exciting topics are studied within the decision science arena. However, students entering the collegiate ranks are not aware of the opportunities that are available to them. The purpose of this panel discussion is to present opportunities that are available to educate junior high and high school students on these opportunities. Panel members will consist of academics and industry professionals who have worked to bring operations management, industrial

engineering, management science, and information systems topics into the curriculum of junior high and high school students.

The primary advantage of these programs has been the recruitment of a broader base of students into decision science majors within business and engineering colleges. Secondary benefits include a better understanding of decision science disciplines among educators at the secondary education level and within the communities where these programs have been implemented, and funding opportunities that are available via both public and private organizations.

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

Integrating Technology in the Business Curriculum

Presenters:

- Satya N. Prattipati, The University of Scranton
 Michael Mensah, The University of Scranton
 Chandrashekar D. Challa, Virginia State University

This session will provide you with the opportunity to learn about the experiences of two universities in developing a technology-integrated business curriculum in alliance with industry. The session facilitators will describe the objectives, opportunities, problems, and lessons learned in the process of initiating, developing, and implementing the technology-based curriculum changes at their universities. The discussion of these issues can be helpful in developing strategies for assisting faculty in their efforts to be responsive to changing technologies and business environments in a timely fashion. If you have experience with the development of technology-based business curriculum, please come and share your experiences with the participants. If you are planning to change or develop curriculum to integrate enterprise technologies, come to this session and benefit from the experiences and insights of others. ■

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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 charge \$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. ■