

■ Barbara B. Flynn, Babcock Graduate School of Management, Wake Forest University

In this first issue of the new millennium, we begin with a discussion of the celebration of the first thirty years of the Decision Sciences Institute in Lee Krajewski's President's Letter. This was truly a conference that ranged from its foundation, both in terms of location (New Orleans) and presentations of "Papers From The Past," to the presentation of cutting-edge research findings. Please join me in congratulating Tom Jones and his committee in putting together a superb conference.

In the Research Issues feature, Annette Vincent and Dianne Ross, both of the University of Louisiana at Lafayette, conduct a citation analysis of *Decision Sciences*. Using methodology applied to journals across a number of disciplines, they evaluate citations in *Decision Sciences* on a number of criteria, including quantity, recency, self-citations, source, and journal self-citations. They then use comparable figures from other disciplines to compare citations in *Decision Sciences* to those from journals in other disciplines. They conclude that *Decision Sciences* citations compare favorably with hard-science, research-based journal on most of their measures; authors of publications in *Decision Sciences*, however, tend to cite references that are older than citations in other research journals.

In From the Bookshelf, Andrew Ruppel discusses four books that ask provoking questions. *What If?*, by Robert Cowley, looks at crucial points in historical episodes to ask how the consequences might have been different. He relates this to sensitivity analysis, pointing out that we often have a very narrow focus in our sensitivity analysis, ignoring more subtle, less obvious options. Next: *Trends for the Near Future*, by Mathalia and Salzman, reports on the work of a scanning service for alerting advertising clients about emerging trends and possible developments that might or might not play out in the near and intermediate-term future. *Beyond Malthus*, by Brown, Gardner and Halweil, is a publication of the Worldwatch Institute

as part of its Environmental Alert series. It focuses on the impact of population growth on the availability of various global resources. Andrew points out that it can be used as a great supplement for a forecasting course, since it contains lots of detailed data. Finally, *High Tech Heretic*, by Clifford Stall, contains the opinions of a scientist on the "computers will cure all" mentality prevalent in many educational organizations. Each of these books sounds like interesting and provocative reading.

In the Membership Roundtable feature, Scott Shafer of Wake Forest University moves from reporting the results of membership surveys to initiating discussion of membership initiatives. In this column, he discusses the possible use of "hallmark" sessions, presented by leading scholars from a variety of academic disciplines, to enhance the interdisciplinary quality of the research presented during the annual meeting. Scott hopes to make this an interactive feature, so be sure to use his web site to provide your feedback on his column.

Don't forget about the March 1 deadline for submission of papers for presentation at the 2000 Annual Meeting, and think Orlando! ■



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D.B.A. in operations management from Indiana University. Professor Flynn has held leadership positions in the Decision Sciences Institute, the Academy of Management and The Institute of Management Science. Her publications have appeared in *Decision Sciences*, *Management Science*, *Journal of Operations Management*, *International Journal of Production Research*, and other journals. Her current research interests include quality, JIT and operations strategy. Professor Flynn's research has been funded by the National Science Foundation, the Center for Innovation Management Studies, the Japan-U.S. Friendship Commission and the U.S. Department of Education.

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