

32nd Annual Meeting of the Decision Sciences Institute

Conference Theme: Digitizing Decisions and Markets

Everywhere we turn, it seems, business, government, and education leaders are talking about new technologies and the creative economy. At the center of this exchange of ideas is how managers and organizations can harness the power of digital technologies for competitive advantage. Digitization of the economy—the Internet, growing bandwidth capacity, skyrocketing computer power—is revolutionizing the way people and organizations make decisions and do business. Entirely new markets, products, and services are emerging from digital technologies including internet-based businesses, digital exchanges, wireless communication services, distance education and web-centric software to name a few. Traditional “brick-and-mortar” companies find digital capabilities enable them to offer revolutionary levels of responsiveness and efficiency to their customers. With digitization, companies move information at high velocity through their supply webs spanning many organizational boundaries across dispersed locations. Virtual teams work around the world and around the clock using digital communication technologies and collaborative decision-making tools. Web-based education and multi-media learning tools open up new educational markets and provide novel ways of enhancing the educational process with cost-effective, high-impact graphical and interactive communication mediums.

In no other times past has the opportunity for decision scientists to advance practice been greater than today. The complexity of decision making can be staggering for most organizations as they deploy digital technologies. Decision scientists can provide valuable insights into how to shape these complex decision-making structures and inter-organizational relationships with suppliers and customers. The rapidly changing and boundless nature of digital technologies suggests that we seek out practicing managers and technologists and

collaborate with them on research projects and educational initiatives. With the emerging growth of distance education on the horizon, decision scientists have unprecedented opportunities to exploit multimedia and decision technologies in the digital learning process. Companies need university graduates who can analyze massive amounts of information and make high-impact decisions in dynamic, collaborative environments.

The Decisions Sciences Institute, in its more than 30 years of service, has held well-attended annual meetings to promote the dynamic exchange of ideas between leading researchers, educators, and managers who share scholarship on decision-making practices, and disseminate innovations in education and curricular programs. The 2001 Annual Meeting should be no exception. Competitive paper sessions, workshops, panels, tutorials, and symposiums are welcome from all areas of the decision sciences. Consistent with the Institute’s commitment to collaboration across academic disciplines and organizational boundaries, many interdisciplinary sessions are included such as e-business, technology and innovation, entrepreneurship, enterprise systems, supply chain integration, and multi-disciplinary decisions in both the public and private sectors. Leveraging on the Institute’s reputation for innovation and leadership in business education, the 2001 Annual Meeting provides numerous opportunities for disseminating teaching innovations. As in the past, the Annual Meeting contains several competitions and professional programs including the Case Studies Award Competition, Curricular Issues Miniconferences, Doctoral Dissertation Competition, Doctoral Student Consortium, Instructional Innovation Award Competition, New Faculty Development Consortium, and Professional Development program.

Located close to Silicon Valley, the San Francisco Bay Area offers a vibrant venue for stimulating discussions on digitizing

decisions and markets and for bringing together leading thinkers to shape the direction of future research and education on this critical topic. Don’t miss this opportunity for “non-digital” connections with colleagues, friends, technologists, executives, and entrepreneurs at the 2001 Annual Meeting. ■

2001 Annual Meeting Coordinators

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SUBMISSION DEADLINE: March 1, 2001

Instructions for Submissions

1. Please submit five (5) typed, double-spaced copies of your competitive paper or proposal for a workshop, tutorial, panel, symposium, or colloquium. The more complete the submission, the better chance it will have in the review/selection process.
2. Each of the five copies must include, as the first page, a separate title page that contains the following information:
 - (1) title of paper or proposal;
 - (2) author(s) name(s);
 - (3) affiliation(s);
 - (4) e-mail address(es);
 - (5) complete mailing address(es);
 - (6) telephone number(s);
 - (7) track which best fits paper or proposal (required);
 - (8) interdisciplinary theme which best fits paper or proposal (optional);
 - (9) primary corresponding author; and
 - (10) presenting individual(s), if the submission is accepted.
3. The main body of the competitive paper or proposal must have a title, but it should not include the author(s) name(s).
4. Each submission should include a self-addressed, stamped postcard with the title of the submission to assure acknowledgment of its receipt. (This does not apply to submissions from overseas, which will be acknowledged by e-mail.)
5. The submission of a competitive paper means the author certifies the manuscript is not copyrighted, has not been accepted for publication in a journal nor presented at another professional meeting, and currently is not under review for presentation at another professional meeting. (Material printed in its entirety in any conference proceedings is considered published.) Moreover, the author certifies his/her intention to register for and attend the meeting to present the paper if it is accepted.
6. The submissions must be **received** by the Program Chair no later than March 1, 2001. Authors will be notified as to acceptance by July 3, 2001. Accepted papers must be mailed to the Proceedings Coordinator in the required format by July 27, 2001. Instructions and page limitations for the Proceedings will be distributed with each acceptance letter. There will be a \$100 charge for each page that exceeds the Proceedings page limitation. ■

Competitions

Best Paper Awards Competition

Four Best Paper Awards will be presented at the Annual Meeting, each with a cash prize:

- Best Theoretical/Empirical Research Paper,
- Best Application Paper,
- Best Interdisciplinary Paper, and
- Best Environmental Issues Paper.

Reviewers will be asked to nominate competitive paper submissions for these awards. Nominations will then be reviewed by a best paper review committee, which will make award recommendations.

Case Studies Award Competition

The Case Studies Workshop serves an active role in the dissemination of new ideas with respect to case studies topics. The Best Case Studies Award, with a \$200 prize, will be presented in conjunction with the 27th annual DSI Case Studies Workshop on "Case Techniques in the Decision Sciences." Cases may be methodological in nature (i.e., crafted to support the learning of a specific technical skill) or integrative (i.e., designed to foster the integration of scientific approaches and analyses with real-world decision making). Submissions must be received by the Program Chair no later than March 1, 2001. For information concerning this competition, please contact the coordinator.

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Elwood S. Buffa Doctoral Dissertation Competition

The purpose of the Doctoral Dissertation Competition is to encourage and publicize outstanding dissertation research by selecting and recognizing the best dissertations written in the past year in the decision sciences. The Elwood S. Buffa Dissertation Award, accompanied by a \$1,500 stipend, will be presented at the annual meeting. Submissions in the required format must be sent directly to the Doctoral Dissertation Competition Coordinator by March 1, 2001. For information concerning this competition, please contact the coordinator.

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Instructional Innovation Award Competition

The Instructional Innovation Award Competition seeks to recognize outstanding contributions that advance instructional approaches within the decision sciences. The focus of this award is innovation in college- or university-level teaching. Four finalists will be chosen to make presentations at the conference competition. The winning entry receives a prize of \$1,500 and each of the other finalists receives \$250. Submissions in the required format must be sent directly to the Instructional Innovation Award Coordinator by March 1, 2001. For information concerning this competition, please contact the coordinator.

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Professional Activities

Curricular Issues Miniconferences

The Curricular Issues Miniconferences include four programs that focus on administrative and curricular issues. The Academic Administrator Program addresses various issues and problems that confront the department chair and other academic administrators. It is of special interest to those who hold or expect to hold department- and college-level administrative positions. In addition, there are degree-focused programs at the Undergraduate, MBA, and Ph.D. levels. The Undergraduate Curricular Issues program provides a forum for exchange of teaching and curriculum ideas. The 7th Annual MBA Curricular Issues program continues its focus on changes in MBA curricula. The Ph.D. Curricular Issues program discusses the changing environment in the business Ph.D.

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Doctoral Student Consortium

The Doctoral Student Consortium provides a unique opportunity for doctoral students from across the nation to interact with one another and with distinguished scholars in a one-day program devoted to career development.

2001 DSI CALL FOR PAPERS

Attendance at this consortium is by invitation based on an application. All students who meet the criteria will be accepted.

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New Faculty Development Consortium

The New Faculty Development Consortium deals with research, teaching, publishing, and other professional development issues for faculty who are beginning their academic careers. Attendance at this consortium is by application and is open to faculty members who have completed their Ph.D. degree and are in the first two years of their teaching career.

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Professional Development Program

The Professional Development Program keeps the Institute's membership current in their fields. The content of the sessions offered is designed to provide insight into the challenges and opportunities of an academic career in this rapidly changing environment. Topics include, but are not constrained to, the

following: new instructional and research methodologies, professional service and consulting, globalization of business education, obtaining research funding, career path strategies, meeting increasing demands in teaching, service, and research, and the challenge and opportunities of new technologies. Please submit proposals for professional development workshops, tutorials, and other special sessions directly to the Professional Development Program Coordinator by May 1, 2001.

Shirley A. Hopkins

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Services Management Mini-Conference

The Services Management Mini-Conference promotes the exchange of knowledge and information about designing, managing, and operating services. Consistent with the theme of 2001 DSI conference, the Services Mini-Conference will focus on "E-Services." Proposals for panel discussion sessions focusing on teaching innovation and emerging research issues related to E-Services are invited. To facilitate an up-to-date, lively, and fruitful dialogue among the participants, the proposed panels should include both practitioners and academics. Topics include, but are not constrained to, e-services and/or multi-channel (clicks + bricks) services design, quality issues in e-services, issues related to virtual-human-customer interactions in e-services, and

teaching e-services concepts in business management courses. Please send submissions (following submission guidelines in the Call for Papers) directly to the miniconference coordinator by May 1, 2001.

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Teaching with Spreadsheets Miniconference

The Spreadsheets Miniconference provides a forum for participants to share novel or innovative applications of spreadsheet software for teaching in the decision sciences. Submissions should be limited to intriguing approaches and best practices for using spreadsheets to teach some decision science topic, and be capable of being demonstrated and discussed within a 20-30 minute time frame. Submissions will be competitively reviewed and selected for their creativity, novelty, and contribution to pedagogy, and should not be duplications of material found in existing textbooks. Please send submissions (following submission guidelines in the Call for Papers) directly to the Miniconference Coordinator by May 1, 2001.

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2001 Track Chairs

Accounting: Theory, Applications, and Practice

Robert J. Campbell, Miami University

Case Studies

David A. Collier, The Ohio State University

DSS/AI/Expert Systems

Riyaz T. Sikora, University of Illinois at Champaign-Urbana

Finance/Financial Management

Stephanie A.M. Smith, Texas A&M International University

Innovative Education

Nancy Lea Hyer, Vanderbilt University

International Business

G. Keong Leong, American Graduate School of International Studies and The Ohio State University

Management Information Systems

Christine T. Kydd, University of Delaware
William C. Perkins, Indiana University

Marketing: Theory, Models, and Applications

Terrell G. Williams, Western Washington University

MS/OR: Techniques, Models, and Applications

E. Powell Robinson, Texas A&M University

Organizational Behavior/Organizational Theory

Lynda Kilbourne, Xavier University

P/OM – Manufacturing

Manoj K. Malhotra and Daniel Steele, University of South Carolina

P/OM – Services

Richard Metters and Madeleine Pullman, Southern Methodist University

Quality and Productivity

John Grout, Berry College

Statistics and Decision Analysis

Shaw K. Chen, University of Rhode Island

Strategy and Policy

Terry Sebor, University of Nebraska - Lincoln

2001 Interdisciplinary Theme Chairs

E-Business

Kenneth E. Kendall and Julie E. Kendall, Rutgers University

Health Care Issues

Sharon Schweikhart, The Ohio State University

Small Business and Entrepreneurship

Stephen R. Lawrence, University of Colorado

Technology and Innovation

Ken Boyer, Michigan State University

Additional Themes:

Educational Issues, Enterprise Systems, Environmental Issues, Ethical Issues, Global Issues, Interdisciplinary Studies, Public Sector Issues ■