

2000 DSI Competitions and Programs

Best Paper Awards Competition

Four 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.

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 26th 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). Submission deadline was March 1, 2000. For information concerning this competition, please contact the coordinator.

David P. Christy
Pennsylvania State University
Smeal College of Business Administration
Department of Management Science
and Information Systems
343 Beam Business Administration Bldg.
University Park, PA 16802
Phone: 814-863-4175
Fax: 814-863-2381
dave.christy@psu.edu

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. Submission deadline was March 1, 2000. For information concerning this competition, please contact the coordinator.

Nancy C. Weida
Bucknell University
Department of Management
314 Taylor Hall
Lewisburg, PA 17837
Phone: 570-577-1399
nweida@bucknell.edu

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. Submission deadline was March 1, 2000. For information concerning this competition, please contact the coordinator.

Janet Hartley
Bowling Green State University
Management Department
3020 Business Administration Bldg.
Phone: 419-372-8645
jhartle@cba.bgsu.edu

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 6th 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.

Barbara Flynn
Wake Forest University
Babcock Graduate School of Management
PO Box 7659
Winston-Salem, NC 27109-7659
Phone: 336-758-3672
barb.flynn@mba.wfu.edu

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. Attendance at this consortium is by invitation based on an application. Application deadline was October 1, 2000.

Soumen Ghosh
Georgia Institute of Technology
DuPre College of Management
Rm. 442
755 Ferst Drive
Atlanta, GA 30332-0520
Phone: 404-894-4927
soumen.ghosh@mgt.gatech.edu

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. Application deadline was September 8, 2000.

Scott Young
University of Utah
David Eccles School of Business
1645 E. Campus Center Drive
Rm. 101F
Salt Lake City, UT 84112-9301
Phone: 801-581-6790
Fax: 801-585-5600
mgtsty@business.utah.edu

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. The deadline for submissions was May 1, 2000.

Joseph R. Carter

Supply Chain Management Department
Arizona State University
PO Box 874706
Tempe, AZ 85287-4706
Phone: 480-965-0931
Fax: 480-965-8629
Joseph.Carter@asu.edu

Case Study Writers' Workshop

The Case Study Workshop for members engaged in developing new instructional cases will be held for the 26th year. The deadline for submissions was April 1, 2000. The Workshop will be scheduled for several back-to-back conference sessions. The format includes some short presentations by seasoned authors and 'round-table' presentations and critiques of the 'case-writing-in-progress' of invited participants. Attendance at the Case Study Writers' Workshop is open to all conference attendees.

Ronald M. Zigli

Department of Business Administration
The Citadel
Charleston, SC 29409-0215
Phone: (843) 953-6945
Fax: (843) 953-6764
email: ziglir@citadel.edu

Case-Based Research Track and Case Research Workshops

Members are invited to submit case-based research manuscripts. Members are also invited to propose workshops on case-based research methods. Submission deadline for manuscripts and proposals was March 1, 2000. These will be reviewed for inclusion in the Case Studies Track of the DSI program for regular sessions or topic tables.

Dave Christy

Chairman, Department of MS&IS
303 Beam Building
Pennsylvania State University
University Park, PA 16802
(814) 863-4175
fax: (814) 863 2381
dave.christy@psu.edu

Innovative Approaches for Teaching with Spreadsheets Mini-Conference

This professional development mini-conference will be focused on the topic of innovative approaches for teaching with spreadsheets and will be held on Saturday, November 18, 2000, as part of the DSI Annual Meeting in Orlando. The deadline for submissions was May 1, 2000.

James R. Evans

QAOM Department
University of Cincinnati
PO Box 210130
Cincinnati, OH 45221-0130
James.Evans@uc.edu ■

Meeting Room Equipment

An overhead projector and screen are the only equipment provided by the Institute in the meeting rooms. If presenters require other equipment, it is their responsibility to arrange for (and pay) for such equipment.

2000 Annual Meeting Coordinators

Program Chair

Gary L. Ragatz
Michigan State University
N-360 North Business Complex
East Lansing, MI 48824
(517) 353-4336
fax: (517) 432-1112
dsi2000@bus.msu.edu

Associate Program Chair

Paul A. Rubin
Michigan State University
N-442 North Business Complex
East Lansing, MI 48824
(517) 432-3509
fax: (517) 432-1111
dsi2000@bus.msu.edu

Proceedings Coordinator

Morgan Swink
Michigan State University
N-370 North Business Complex
East Lansing, MI 48824
(517) 353-6381
fax: (517) 432-1112
dsi2000@bus.msu.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
gklein@computer.org

Local Arrangements Coordinator

Manouchehr Tabatabaei
Information & Technology
Management Department
John H. Sykes College of Business
The University of Tampa
401 W. Kennedy Blvd.
Tampa, FL 33606-1490
(813) 253-3426
mtabatabaei@alpha.utampa.edu

Award Winners and Finalists

Best Paper Awards

Best Application Paper

Operations Safety: A Study of the Effectiveness of a Commercial Aviation Program

Kathleen L. McFadden, Northern Illinois University

Best Environmental Issues Paper

Factors Leading to Excellence in Environmental Management: An Environmental Study

Peter Neergaard, Copenhagen Business School

Bettina Kildegaard Winstén, Copenhagen Business School

Best Interdisciplinary Paper

Global Investing Risk—Assessments of Experts

Stelios H. Zanakis, Florida International University

Michael Doumpos, Technical University of Crete

Constantin Zopounidis, Technical University of Crete

Best Theoretical/Empirical Research Paper

Intelligence Gathering for Decision-Making

Paul C. Nutt, The Ohio State University

Elwood S. Buffa Doctoral Dissertation Competition Winner

The DSI Doctoral Dissertation Competition, jointly sponsored by DSI and Irwin/McGraw-Hill, is named in honor of Professor Elwood S. Buffa, UCLA, for his many contributions to the decision sciences. The purpose of the 2000 competition is to identify and recognize outstanding doctoral research in the development of theory or applications of the decision sciences completed during 1999.

Qiang Tu, Montclair State University

Achieving Mass Customization through Technology Application and Absorptive Capacity—A Customer-Oriented Framework

Degree-Granting School:

The University of Toledo

Dissertation Advisors: **T. S. Ragu-Nathan** and **Mark A. Vonderembse**

Instructional Innovation Award Competition Finalists

Congratulations to the finalists of the 2000 Instructional Innovation Award Competition. Please join us for their presentations at the DSI Annual Meeting on Sunday November 19th, 10:00 am to noon.

Reordering the Statistics Curriculum: Improving Understanding and Retention Among Business Majors

Kelly B. Nichols and Kevin E. Voss, Gonzaga University

Student-Produced Video Tours of Service Industries

Scott E. Sampson, Brigham Young University

Teaching Network Management Hands on: Experiences with a Student-Run Internet Service Provider

Robert P. Minch and Sharon W. Tabor, Boise State University

Instructional Innovation in the Ohio University College of Business Core Curriculum

Kenneth W. Cutright and Valerie S. Perotti, Ohio University

Case Studies Award Competition Finalists Announced

Three finalists cases for the DSI 2000 Case Studies Award Competition have been determined. Authors of these cases will make pedagogical presentation to a panel of judges at the DSI 2000 Annual National Meeting in Orlando. Finalist cases, authors, and their affiliations are listed below:

Biotechnol LDA Pharmaceutica

Michael Bommer, Clarkson University

Manuel V. Heitor, Instituto Superior Tecnico, Portugal

Conceicao Vedovello, Reitoria Universidade, Brazil

Pedro de Noronha Pissarra, Biotecnol, Portugal

International Decorative Glass

Robert D. Klassen, Paul W. Beamish, Jim Barker, The University of Western Ontario

Advanced Book Exchange Inc.:

The BarnesandNoble.com Partnership

Rebecca A. Grant, University of Victoria ■

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 2000 Annual Meeting. Through their generous contributions a number of special events and program activities were made possible.

- Alpha Iota Delta
- Baruch College, The City University of New York, Zicklin School of Business
- Boston University, School of Management
- 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 Institute of Technology, College of Management
- Lucent Technologies
- McGraw-Hill/Irwin
- McGraw-Hill/Irwin, in conjunction with CompUSA
- Marriott Orlando World Center Resort & Convention Center
- Michigan State University, The Eli Broad College of Business
- Operations Management Group at Wake Forest University: Barb, Tim, Jack, Brooke and Scott
- Prentice Hall
- South-Western College Publishing, a division of Thomson Learning
- University of Colorado at Colorado Springs, College of Business and Administration
- University of Georgia, The Terry College of Business
- University of Tampa, College of Business
- University of Utah, David Eccles School of Business
- UNISYS Corporation - Information Services ■

MBA Curricular Issues Mini-Conference

Saturday, 1:00-2:30 PM

Executive MBA Curriculum 2000— Innovations in Business Education for Experienced Professionals

Moderator:

*Marci Armstrong, Southern Methodist
University*

Panelists:

*Erica Kantor, Northwestern University
John Dinkel, Texas A&M University
Bill Clover, Washington University
Marian Moore, Duke University*

Twenty years ago, Executive MBA programs at many schools were innovators, leading the way in experimenting with cutting-edge curriculum. More recently, the success of these EMBA programs has led to a general complacency and very little curricular innovation. This session will focus on recent EMBA program innovations from schools that have recognized the need to innovate to meet the evolving business education needs of experienced managers. Hear how these schools are creatively revising their EMBA curricula—from integrating e-business principles, to creating on-line learning options, to developing industry specific specializations, to partnering with universities around the globe to create a fully integrated cross-functional curriculum. The session will include discussion of the motivation behind the innovation, the process for developing and implementing the innovation, and the barriers to an the key criteria for successful innovation.

Saturday, 3:00-4:30 PM

Internationalization of MBA Curricula Time

Moderator:

*Robert E. Markland, University of South
Carolina*

Panelists:

*Benito E. Flores, Texas A&M University
Norma J. Harrison, Macquarie University
G. Keong Leong, The Ohio State University
Japhet S. Law, The Chinese University of Hong
Kong
D. Clay Whybark, University of North Carolina-
Chapel Hill*

Internationalization of business curricula in MBA programs has been an important issue for the past twenty years. At this point in time, most MBA programs have incorporated international topics or international experiences. The members of this panel will provide a broad overview of the

internationalization of business curricula in MBA programs from the perspectives of where are we, what is successful and what is not successful, and where should we focus our efforts in the future?

Sunday, 1:00-2:30 PM

Integrating the Full-Time MBA Curriculum — Experiences, Obstacles, and Lessons Learned

Moderator:

Nancy L. Hyer, Vanderbilt University

Panelists:

*David P. Christy, Pennsylvania State
University
James Dean, University of North Carolina -
Chapel Hill
Robert Landel, University of Virginia
Daniel Smith, Indiana University*

This session will explore the challenges and benefits of various approaches to “integration” in full-time MBA programs. We will hear from academic leaders who have been intimately involved in their schools’ efforts to link learning across disciplines in the full-time MBA program. Our panelists will describe the “what, why and how” of integration in their schools’ programs. Presentations will highlight the planning involved, pitfalls encountered and lessons learned. This session is a must for key faculty and other school leaders considering curricular changes aimed at higher levels of cross-functional learning.

Sunday, 3:00-4:30PM

Evening MBA Program Curricular Issues

Moderator:

Brooke A. Saladin, Wake Forest University

Panelists:

*L. Drew Rosen, University of North Carolina -
Wilmington
M. Johnny Rungtusanatham, Arizona State
University*

The focus of this panel discussion will be on the changes that are taking place with respect to Evening MBA Program structures, delivery processes and curriculum. The market requirements for Evening MBA Programs has changed dramatically over the past couple of years. Competition has increased, prospective students are demanding more, and technology has opened the door to new delivery options. Each of the three programs represented on the panel has recently implemented significant changes in their respective Evening MBA

Programs to respond to the changing marketplace. Specific topics to be discussed include: movement to lockstep-type programs, the use of technology in delivering course material, the use of cohort groups to progress through the program, and unique delivery system options. These topics will lead to discussion of issues such as class size limits, logistics of delivery systems and the level of faculty involvement required. ■

Ph.D. Curricular Issues Mini-Conference

Saturday, 1:00-2:30PM

Recruiting Junior Faculty — Does the Ph.D. Program Curriculum Play a Role?

Moderator:

Asoo J. Vakharia, University of Florida

Panelists:

*Kingshuk K. Sinha, University of
Minnesota
Vicki L. Smith-Daniels, Arizona State
University
Timothy L. Smunt, Wake Forest University
Jerry C. Wei, University of Notre Dame*

Saturday, 3:00-4:30 PM

Recruitment of Doctoral Students — Does the Ph.D. Program Curriculum Play a Role?

Moderator:

Asoo J. Vakharia, University of Florida

Panelists:

*Stephen R. Lawrence, University of
Colorado - Boulder
Aleda V. Roth, University of North
Carolina - Chapel Hill
Gilvan C. Souza, University of North
Carolina - Chapel Hill
Munirpallam A. Venkataramanan, Indiana
University ■*

Undergraduate Issues Mini-Conference

Monday, 8:00-9:30 AM

"Business I" Revisited: How's the Integrated Business Course Doing?

PANELISTS:

Peter Arnold, Boston University

Vijay Kanman, Utah State University

(discussing the James Madison University program)

Charles Peterson, Northern Illinois University

A few years ago, a number of business programs redesigned their curricula addressing the core business functions. Many of these schools developed strongly integrated courses that were team-taught. These "Business I" or "Business 101" courses required strong integration and faculty coordination. In some cases, students were organized into cohorts that experienced this portion of their instruction together and participated in team-based learning experiences.

At the time that these programs were implementing the new design, faculty from several schools presented their initial results at subsequent DSI Meetings. Now, in November 2000, is a good time to revisit these programs and evaluate their mid-term success. This panel of faculty represents programs at various stages in their development of the Business I course. They will discuss several questions related to their experiences. Specifically:

- What have been the lasting benefits of these curricular changes for the schools, for the faculty, for the students?
- What have been the most difficult problems related to implementation?
- If you knew then what you know now, would you do it all again? How would it be different?

Monday, 1:00-2:30 PM

Experiential Learning: Getting Students More Involved

PANELISTS:

Pamela Cox, Cazenovia College

Janelle Heineke, Boston University

Beth Kern, Indiana University South Bend

There are several types of experiential activities that can be introduced into learning aspects of business decision-making. Faculty are increasingly introducing these techniques into their classrooms in an effort to improve student involvement and to appeal to alternative learning styles. This session will allow several examples to be presented in the context of discussing potential benefits and possible advantages of incorporating these games, simulations, and experiences into the

classroom. Questions to be addressed during the panel discussion include:

- What are the benefits to experiential learning activities? How might they differ from "traditional" learning activities?
- What are the "risks" associated with implementing these activities in your classroom? What additional preparation is necessary for the activities to succeed?
- Does including experiential activities in a course have an impact on other aspects of the course?
- How do you assess the "success" of the experiential activities?

Monday, 3:00-4:30 PM

Learning Outside the Classroom: International Experiences

PANELISTS:

Paula Bobrowski, State University of New York - Oswego

Karen Brown, Seattle University

Gary Ragatz, Michigan State University

Increasingly, faculty are challenging students to learn from experiences that cannot be replicated adequately in the classroom situation. These types of activities take many forms, but the central issue addresses learning of an experiential nature that simply doesn't "fit" into the classroom. In many cases, the experience may be related to classroom topics.

One group of such activities immerses students in another culture. In some cases, this might involve international travel, attending classes for credit at their home institution while visiting another institution's campus and country. Not only are the students exposed to a different faculty and a different educational approach, they are also often involved in the other country's day-to-day life and interacting with students from that other institution. Questions addressed during this panel discussion will include:

- What are the benefits to your students, your faculty, and your school, from their involvement in your "outside the classroom" activity?
- What administrative or logistical concerns were created by the implementation of your activity?
- How is the experience incorporated into the general curricula for your undergraduate students?
- If you were to begin this experience again at another school, what would you do differently in planning and implementation?

Tuesday, 8:00-9:30 AM

Learning Outside the Classroom: Internship and Project Experiences

PANELISTS:

Sanjay Ahire, University of Dayton

Kathryn Ernstberger, Indiana University Southeast

Gisela von Dran, Syracuse University

Increasingly, faculty are challenging students to learn from experiences that cannot be replicated adequately in the classroom situation. These types of activities take many forms, but the central issue addresses learning of an experiential nature that simply doesn't "fit" into the classroom. In many cases, the experience may be related to classroom topics.

One such outside the classroom experience may involve students in completing a project related to their class topic. The project may require direct involvement with a local business or nonprofit organization. The students' contributions to the local business community may be quite valuable, and their learning experience would be very difficult to re-enact in the "traditional" classroom setting.

Other schools have developed extensive internship programs that immerse students in job-related situations that require them to apply concepts and skills learned in the classroom. These internships are a required portion of the curriculum at some schools.

Still other business programs require their students to become involved in aspects of professional and community outreach. The students complete service experiences that benefit the local community and exercise the students' ability to apply their learning outside the classroom context. Questions to be addressed during this panel discussion will include:

- What are the benefits to your students, your faculty, and your school, from their involvement in your "outside the classroom" activity?
- What administrative or logistical concerns were created by the implementation of your activity?
- How is the experience incorporated into the general curricula for your undergraduate students?
- If you were to begin this experience again at another school, what would you do differently in planning and implementation? ■

Gary Kern

Indiana University South Bend
gkern@iusb.edu