

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

In this issue of *Decision Line*, we deal with a wide variety of topics, ranging from a longitudinal comparison of energy consumption and other economic patterns in the U.S. and Japan, to new trends in ecommerce, to resources for teaching supply chain management.

We open with an article by Manjulika Koshal and Rajinder Koshal of Ohio University in "International Issues." They conduct a longitudinal comparison of energy prices and other economic trends in the U.S. and Japan. Although they detected some very different patterns between the two countries, they concluded that the gap in energy efficiency between the two countries has narrowed.

The "eCommerce" feature contains a provocative list of the "brave new world" in ecommerce, by Merrill Warkentin of Northeastern University. These include the use of B2B eServices, which provide business infrastructure services to B2B and B2C businesses, including assisting online auction sellers with management and promotion of products, helping sellers differentiate themselves through digital imaging and online appraisal services, as well as services to facilitate bid management and tracking and payment processing. Another new trend deals with the interaction between bricks and mortar retailers with e-tailers, highlighting partnerships, such as the partnership between Amazon.com and Toys'R'Us. A third new trend is the use of voice portals to interact with a variety of electronic devices, including using the telephone to interact with the Internet for updates related to traffic, local movies, weather information, stock prices and driving directions. Finally, looking way into the future, he discusses communication between devices, which would allow such things as traffic signals activated by traffic sensors in the road, chips in the shoes of marathon runners to provide information to race fans and officials, etc.

We close with "From the Bookshelf," in which Andrew Ruppel of the University of Virginia looks at what's new in resources for teaching supply chain management. He reviews a variety of sources, from coverage of supply chain management and re-

lated topics in introductory operations management textbooks to more specialized books, with detailed coverage of supply chain management and related topics. He also includes a review of Web sites that should be helpful to both students and instructors in supply chain management courses.

In the March issue of *Decision Line*, we will feature the first of a series of four articles written by the finalists in the 2000 Instructional Innovation competition. The first article will describe the winning entry, "Teaching Network Management Hands-On: Experiences with a Student-Run Internet Service Provider," by Robert Minch and Sharon Tabor of Boise State University. Upcoming articles will deal with using the curriculum to improve understanding and help retain business students, using student produced video tours in a service operations course and development of an innovative core business curriculum.

2000 Instructional Innovation Competition Awards

The following papers will appear in future issues of *Decision Line*:

WINNER:

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

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

FINALISTS:

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

Instructional Innovation in the Ohio University College of Business Core Curriculum

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



Barbara B. Flynn

is a professor of operations management at the Babcock Graduate School of Management, Wake Forest University. She holds an A.B. in psychology from Ripon College, an M.B.A. from Marquette University and a

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.

Barbara B. Flynn

Babcock Graduate School of Management
Wake Forest University
P.O. Box 7659 Reynolda Station
Winston-Salem, NC 27109-7659
Voice: 336-758-3672
Fax: 336-758-4514
Barb.Flynn@mba.wfu.edu