

■ M. Johnny Rungtusanatham, Feature Editor, Arizona State University

## “International Issues” Columns— Works-in-Progress

by M. Johnny Rungtusanatham, Feature Editor

When Keong Leong, the new editor of *Decision Line*, invited me to work with him as the feature editor of the International Issues column, I must admit that, while I accepted eagerly, I did so with some mixed emotions.

On the one hand, I am honored to receive the confidence from Keong and the Decision Sciences Institute to serve in this capacity. Almost a decade ago I joined the Institute while still a Ph.D. student at the University of Minnesota, and since then I have been a staunch supporter of the Institute’s vision, mission, and goals. As I step into my latest role as the feature editor of the this column, I look forward to working with the Institute’s members, to demonstrating my continual support and commitment to the Institute, and to contributing to the ongoing success of the Institute.

On the other hand, with the wonderful job that Robert Markland, my predecessor, has done during his tenure, I cannot help but feel some anxiety. In the nine years (since 1994) that Bob has been at the helm, he has handled 23 feature columns and worked with 30 scholars to highlight the international agenda that lies before the Institute. Needless to say, stepping into Bob’s shoes is a tough challenge, one that I hope to be able to turn to the Institute’s members for support.

### Where Are We Headed?

As I look ahead, I think we can agree that the world has become increasingly smaller and connected. The forces of globalization and the advent of increasingly sophisticated information technology continue to shrink the physical and communication distances between traditionally disparate locations.

I sincerely believe that the Institute, and particularly the International Issues column of *Decision Line*, can make signifi-

cant contributions to help all of us appreciate how this shrinkage affects research, teaching, and service. To this end, I have approached several Institute members and have invited them to write for the International Issues column. Some of the story ideas that we are working on include:

- An update on international research involving multiple-country research teams that Institute members have participated in and/or are participating. David Hollingworth from Rensselaer Polytechnic Institute, Troy, NY, has kindly agreed to champion this topic.
- An update on how business schools have internationalized, are internationalizing, or plan to internationalize the business education curriculum. Drew Rosen from the University of North Carolina at Wilmington has tentatively agreed to champion this topic.
- A look at the different models that business schools adopt in seeking to globalize their product offerings. Arnoud de Meyer, Dean of the Asia Campus of INSEAD, Singapore, has kindly agreed to provide his thoughts on this topic.
- Perspectives on the placement and role of the Institute within the larger global community of scholars and scholarship. A number of DSI officers and fellows have agreed to provide some insights on this topic.

I trust that these columns will be of interest to the members of the Institute and welcome comments, suggestions, and thoughts about these story ideas, as well as other story ideas that will be of interest to members.

In closing, I wish to express my heartfelt gratitude to Keong and the Decision Sciences Institute for the opportunity to serve the Institute, and to the Institute members who have agreed to pen upcoming columns. ■



**M. Johnny Rungtusanatham**

*is an associate professor of business at Arizona State University, where he was selected by the day MBA students to be the 1999-2000 winner of the John Teets Outstanding Graduate Professor Award. Dr. Rungtusanatham conducts research on (a) the definition, effectiveness, and cross-cultural applicability of Total Quality Management and (b) the complex interactions among product design, process design, and supply chain configuration decisions. His research has been published in the Academy of Management Review, Decision Sciences, Journal of Quality Management, Journal of Operations Management, Journal of Supply Chain Management, International Journal of Quality and Reliability Management, among other journals. He has been an active contributor to the Decision Sciences Institute, serving most recently as the 2001 proceedings coordinator for the annual national DSI meeting. He has also served and chaired the Publications Committee and will be serving as a member of the Development Committee for Excellence in the Decision Sciences.*

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