

The other major change we may expect is the influence of ICT on the productivity of our research. R&D in business schools has not seen any major change or productivity increase over the last 40 years. The time it takes to develop case studies, to develop new models or to carry out large-scale empirical research, and the effort it takes to get a paper published and to diffuse the results of the research is the same as when I started as a young research assistant. I do not believe that this situation is sustainable. Like any other field, we need to search for methods to become more productive. Business developed lean development methods or time-based competition in R&D, what are we going to do about research productivity in business schools? I am convinced that ICT offers us the pos-

sibility to do something about it by providing new forms of diffusion, more streamlined literature reviews, faster publications, commonality of empirical databases, etc.

A Last Thought

These five challenges are based on my own experience with an independent graduate business school. There are many other issues that need addressing, and which may be more pronounced in schools that are integrated into a university system. I also did not address directly the issue of the shortage of faculty. But I hope that my five points can contribute to a debate of where we go with our institutions.

References

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NAMES IN THE NEWS

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Gregory Todd Jones, a doctoral student at Georgia State University, was awarded the Best Doctoral Student Paper stipend at the recent Southeast DSI meeting in

Williamsburg for his work entitled, "Dispute Resolution, Uncertainty, and the Expected Value of Evaluative Information." Jones expects to defend his dissertation this spring. Concurrent with completing his doctoral studies, he will complete a J.D. from the Georgia State University College of Law and a M.P.A. from the Andrew Young School of Policy Studies. Jones has accepted a post-doc research fellowship with the Consortium on Negotiation and Conflict Resolution. gjones@quantlaw.com



It's not unusual for DSI President Tom Jones' name to remind some people of another Tom Jones who performs in Las

Vegas. Just for the record, this photo is of the non-academic Tom Jones.

Kee Young Kim was honored by the Graduate School of Business Administration at Yonsei University in Seoul on the occasion of his retirement as a faculty member of the Graduate School of Business Administration. A Sangnam forum ("Business Partnership and C(Collaborative)-Transformation") was held in his honor in mid-February, followed by a banquet to celebrate his many accomplishments, including his leadership in the establishment of the Asia Pacific Region of the DSI. Kee Young will continue to serve as the Sangnam Chaired Professor of Management at the Yonsei Business School.

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Stephen Lunce, Texas A&M International University, has become an official in charge of penalty time keeping for the Laredo Bucks hockey team, the newest franchise in the

Central Hockey League. Lunce, a professor of information systems and director of graduate programs for TAMIU's College of Business Administration, has been a passionate hockey fan for more than 30 years. "If you like athletics, speed and an intimate setting, hockey is the ultimate sport," Lunce

said. "It's really a treat to come to the arena every night and have the best seat in the house."

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Naresh K. Malhotra, Georgia Tech, will have the fourth edition of his *Marketing Research: An Applied Orientation* (Prentice Hall) available in May 2003. The book

has been translated into five languages (Chinese, Russian, Spanish, Portuguese, and Hungarian), as well as four English language editions (North American, International, European, and Australian). Malhotra's latest book, *Basic Marketing Research: Application to Contemporary Issues*, was published by Prentice Hall in 2002.

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