

# DECISION LINE

Vol. 35, No. 2

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## Congratulations to Newly Elected 2004-05 DSI Officers



**PRESIDENT-ELECT**

Thomas E. Callarman, *Arizona State University*

**TREASURER**

Cliff T. Ragsdale, *Virginia Polytechnic Institute and State University*

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**MIDWEST REGIONALLY-ELECTED VICE PRESIDENT**

Charles A. Watts, *John Carroll University*

**NORTHEAST REGIONALLY-ELECTED VICE PRESIDENT**

Janelle Heineke, *Boston University*

The tabulation of the ballots was conducted and audited by DATAMATX, Atlanta, Georgia. See page 35 for more information on the new officers. ■



### PRESIDENT'S LETTER

## Looking Back at DSI's Gains in 2003

Barbara B. Flynn, *Wake Forest University*

It is hard to believe that a year has flown by so quickly and that I am completing my term as president of the Decision Sciences Institute. It has certainly been a busy and fulfilling year, and I sincerely thank the Institute's officers, committee chairs and members, coordinators, and all of the countless other volunteers for the tremendous amount of help they have provided.

At the beginning of my term, the Board of Directors adopted a set of goals and priorities for the year. They are listed in order of their priority, as developed by the Development Committee and the Strategic Planning Committee. I am happy to report that we

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have accomplished most of them. Here is a summary of our progress:

**Goal 1: Enhance the value of membership in the Decision Sciences Institute.**

*1-1: Focus on opportunities for interaction with colleagues and networking through a number of different types of activities.*

We added several new activities to the annual meeting designed to facilitate interaction with colleagues and networking. On Sunday night, we held the receptions for regions. These gave members from the regions a chance to get together with their regional colleagues to socialize, make dinner plans, etc., as well as providing the regions an opportunity to showcase and promote their organizations to the rest of the Institute. In addition, we added entertainment to the President's Reception, in the form of the very well-received Capitol Steps.

*1-2: Initiate a Professional Development Program director position to make an effort to work on professional development activities.*

Bob Markland of the University of South Carolina agreed to serve in this role. He worked with the 2003 coordinators of the Professional Development Consortium and is working with the 2004 coordinators to develop more professional development activities that are of interest to all members of the Institute, not just new faculty.

**Goal 2: Promote the development and dissemination of research having significance and relevance.**

This is an ongoing goal of critical importance, accomplished through our journals and conference activities.

**Goal 3: Promote the development and dissemination of innovative education, pedagogy and curriculum.**

This is another ongoing goal of critical importance. The Institute has always been a leader in promoting innovative education. We continue to do so through our Instructional Innovation Award competition, education sessions in our professional development, new faculty and doctoral student consortia, and *Decision Sciences Journal of Innovative Education*.

**Goal 4: Improve the Institute's use of information technology for enabling the delivery of services and value to members.**

*4-1: Hire a part-time Information Technology Systems Manager/Webmaster*

Andrea Williams was hired as part-time information technology systems manager/Webmaster in the spring. Her position was expanded to full-time in the fall.

*4-2: Establish the interface of the Information Technology Systems Manager/Webmaster with the Information Technology Committee and continue to work on implementation of the IT Roadmap.*

Andrea Williams has been appointed as an ex-officio member of the Information Technology Committee and is making progress with implementation of the IT roadmap. She will be providing quarterly reports of her progress to the Information Technology Committee.

*4-3: Pursue the development of a reusable Conference Information Management System.*

Andrea Williams is making excellent progress in developing a reusable Conference Information Management System, which will be used by Manoj Malhotra for the 2005 Annual Meeting. The Institute will own this system, freeing future program chairs from having to do substantial development work on systems and freeing the Institute from reliance on outside contractors.

*4-4: Continue improvement of the DSI Web site to make it more user-friendly and simpler to navigate.*

Andrea Williams has made some improvements to the DSI Web site. More improvements will follow after she has completed her top priority, which is the Conference Information Management System.

**Goal 5: Increase membership.**

*5-1: Implement Phase Two of the Institute's Marketing Plan.*

The marketing plan, developed by Marketing Director Terry Williams, has been implemented. The decline in membership has been halted and is starting to turn around.

*5-2: Conduct an aggressive e-mail renewal and new membership solicitation campaign.*

As part of the marketing plan, Terry Williams developed a system for encour-

aging renewals and encouraging new membership through e-mail. He has been targeting both traditional and nontraditional audiences for the Institute and has been successful in stimulating renewals and new memberships.

**Goal 6: Promote interdisciplinary activities.**

*6-1: Create interdisciplinary activities, as developed by the Professional Development Program Director.*

Bob Markland, Professional Development Program director, worked with the coordinators of the 2003 and 2004 professional development program, to develop interdisciplinary professional development activities that would be of interest to a wide range of audiences within the Institute.

*6-2: Include a session at the Annual Meeting based on the best interdisciplinary papers from DSJIE.*

*Look forward to seeing this session at the 2004 Annual Meeting.*

**Goal 7: Increase globalization of the Institute**

*7-1: Finalize the formation of a Mexico Region.*

Benito Flores attended a meeting in Mexico in November to work on finalizing the formation of the new Mexico Region. Development of documentation is in progress, so we should be adding a new region soon.

*7-2: Investigate sites for the 2005 International Meeting.*

The 2005 International Meeting will be held in Barcelona, Spain.

*7-3: Investigate the development of a European region.*

The idea of a European region is still in the works. It is being actively pursued, but it will probably be a few years before it becomes a reality.

*7-4: Investigate partnerships with international organizations.*

This goal was not pursued this year, but will continue to be a goal for the future.

IN ADDITION TO ACTIVITIES SPECIFICALLY related to the Institute's goals and priorities, there were a number of other accomplishments, summarized below:

- The Alpha Iota Delta Liaison Committee was dissolved and its role as liaison between the Institute and Alpha Iota Delta was transferred to the Regionally-Elected Vice Presidents.

- Additional opportunities for student members to network with each other and with Fellows and officers of the Institute are being developed.
- The number of presentations during a 90-minute session at future annual meetings will be limited to three.
- New guidelines for session chairs are being developed, as their role has changed to incorporate the previous role of discussant as well as session chair.
- Best Paper awards will be given annually for *Decision Sciences* and *Decision Sciences Journal of Innovative Education*.
- *Decision Sciences* will give a best associate editor and best reviewer award. *Decision Sciences Journal of Education* will give a best editorial review board member award. Both awards will be given annually.
- Editor reappointments included Keong Leong, *Decision Line*, and Barbara Flynn, *Decision Sciences Journal of Innovative Education*.
- Vicki Smith-Daniels was appointed to serve as editor of *Decision Sciences*.
- Tim Smunt was appointed to serve as director of development and corporate relations. He will be assisted by Laura Birou.
- The possibility of corporate plenary speakers for the annual meeting is being investigated.
- The Dennis E. Grawoig Distinguished Service Award was presented to Lee Krajewski of the University of Notre Dame.
- Roger Schroeder and Carol Latta were inducted as Fellows of the Institute.
- The Elwood S. Buffa Doctoral Dissertation Award was presented to Joan McMahon, who received her degree from Virginia Polytechnic Institute and State University.
- The Best Application Paper Award was presented to Scott Sampson of Brigham Young University.
- The Best Case Studies Paper Award was presented to John Haywood-Farmer and Carol Prahinski of the University of Western Ontario.
- The Best Environmental Issues Paper Award was presented to David West and Scott Dellana of Eastern Carolina University.
- The Best Interdisciplinary Paper Award was presented to Wing Fok of Loyola University of New Orleans and Jing Li, Lillian Fok and Sandra Hartman of the University of New Orleans.
- The Best Theoretical/Empirical Research Paper Award was presented to Minghe Sun of the University of Texas – San Antonio.
- The Instructional Innovation Award was presented to Lee Revere of the University of Houston – Clear Lake.

As you can see, we have had a very productive year. Thanks again to everyone for your help and support of the Institute. ■

## Thanks to 2003-2004 Committee Chairs and Coordinators . . .

- Ad Hoc Committee on Social Events for the 2003 Annual Meeting Chair  
**Madeleine Pullman**  
*Colorado State University*
- Ad Hoc Committee on the Structure of the Institute Chair  
**James R. Evans**  
*University of Cincinnati*
- Ad Hoc Home Office Review Committee Chair  
**Thomas W. Jones**  
*University of Arkansas-Fayetteville*
- Alpha Iota Delta Liaison Committee Chair  
**Stephen E. Lunce**  
*Texas A&M International University*
- Case Studies Committee Co-Chairs  
**William Naumes and Margaret Naumes**  
*University of New Hampshire*
- Development Committee for Excellence in the Decision Sciences Chair  
**F. Robert Jacobs**  
*Indiana University*
- Doctoral Student Affairs Committee Chair  
**Janelle Heineke**  
*Boston University*
- Executive Committee Chair  
**Barbara B. Flynn**  
*Wake Forest University*
- Fellows Committee Chair  
**Benito E. Flores**  
*Texas A&M University*
- Information Technology Committee Chair  
**Subhashish (Sub) Samaddar**  
*Georgia State University*
- Innovative Education Committee Chair  
**Robert P. Minch**  
*Boise State University*
- Investment Advisory Committee Chair  
**Julie E. Kendall**  
*Rutgers University*
- Member Services Committee Chair  
**Gary Hackbarth**  
*Iowa State University*
- Nominating Committee Chair  
**Thomas W. Jones**  
*University of Arkansas*
- 2003-04 Programs and Meetings Committee Chair  
**Xenophon Koufteros**  
*Florida Atlantic University*
- Publications Committee Chair  
**Jack R. Meredith**  
*Wake Forest University*
- Regional Activities Committee Chair  
**Gary L. Ragatz**  
*Michigan State University*
- Strategic Planning Committee Chair  
**Barbara B. Flynn**  
*Wake Forest University*

## . . . and Thanks to 2003-04 Outgoing Board Members

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- Vice President  
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*Merrimack College*
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