

■ G. Keong Leong, Management Department, University of Nevada, Las Vegas

Spring is here and with it another issue of *Decision Line* filled with interesting articles. In his farewell letter as president of the Decision Sciences Institute, Professor Gary Ragatz, Michigan State University, outlines the goals of the organization and highlights the accomplishments of the Institute. The newly formed Mexico Region held its first annual meeting in October last year. He notes the smooth transition of editorship of *Decision Sciences* from Professor Ram Narasimhan, Michigan State University, to Professor Vicki Smith-Daniels, Arizona State University. Members should be particularly happy with the decision to eliminate the submission fees for both *Decision Sciences* and *Decision Sciences Journal of Innovative Education*.

Professor Beheruz Sethna, University of West Georgia, one of the finalists in the 2004 Instructional Innovative Award Competition, was invited to submit the article titled "The Marketing Carnival" for publication in *Decision Line*. The Marketing Carnival course is for business as well as nonbusiness undergraduate students. Stalls or booths are set up as in a carnival to represent new ideas or concepts. In the process of playing the games of skill or chance to win prizes, the visitors provide their preferences to the students, which are then recorded and analyzed. The outcomes of the student projects from this course have been successfully implemented at several banks, national restaurants, and food chains in New York, Texas, and Georgia. Three AACSB accredited schools have also successfully used this approach.

Professors Sang M. Lee and Marijane E. Hancock, University of Nebraska-Lincoln, study the disruption in supply chain as a result of the terrorist attack on the World Trade Center in New York City on September 11, 2001. The auto industry was one of the most severely affected, with manufacturers such as Ford, Daimler-Chrysler, Toyota, and Mitsubishi forced to shut down

their plants due to parts shortage resulting from border delays. The study shows that although 34 percent of the respondents reported supply disruptions, the days of supply or the primary mode of transportation used for distribution did not experience major changes.

Professor Rick Hesse, Pepperdine University, alerts us to the dangers when students use multiple regression software packages that do not automatically check for multicollinearity. He has developed a simple Excel template that uses the RSQ function to test whether the "independent variables for a multiple regression are truly independent." The procedure allows any independent variable that shows colinearity to be eliminated. He presents two examples on using the simple template to investigate independence.

Professor John J. Burbridge, Jr., dean of the Martha and Spencer Love School of Business, Elon University, discusses the concept of student engagement in business schools. He observes that in today's competitive environment, companies tend to recruit students more on their ability to be successful in an organization than the knowledge acquired in school. Students who are exposed to a demanding academic environment as well as to leadership, service, and other personal development activities are considered "engaged" students. The five benchmarks used by the National Survey of Student Engagement to measure student engagement are active and collaborative learning, student interactions with faculty members, enriching educational experiences, level of academic challenge, and supportive campus environment. Elon University has scored very well in these surveys in the past decade. Engaged students gain the knowledge and interpersonal skills needed for success and as such are highly recruited and rewarded in the marketplace.

See EDITOR, page 18



### G. Keong Leong

is professor and chair of the Management Department in the College of Business, University of Nevada, Las Vegas. He holds a Bachelor of Engineering from the University of Malaya, an MBA and a Ph.D. from the University of South Carolina. Professor Leong has held leadership positions in Decision Sciences Institute such as at-large vice president, Doctoral Student Consortium coordinator, Instructional Innovation Award Competition coordinator, and POM track chair. He has published articles in *Decision Sciences*, *Journal of Operations Management*, *Interfaces*, *Journal of Management*, and other journals. His current research interests include international operations, operations strategy, technology management, and supply chain management. Professor Leong has co-authored two books, won teaching and research awards, and received the Educator of the Year award from the Asian Chamber of Commerce in Las Vegas.

## USDA competitive awards program

USDA's ECONOMIC RESEARCH SERVICE (ERS) Program of Research on the Economics of Invasive Species Management (PREISM) is pleased to announce a competitive awards program for Fiscal 2005. ERS initiated PREISM in 2003 to address economic issues and decision making related to managing invasive species in increasing global agricultural markets. Included are exotic crop pests and foreign livestock, poultry, zoonotic diseases, but also exotic pests or foreign diseases affecting public lands, ecosystems, or urban systems that are addressed by USDA programs. Proposals are due April 29, 2005.

In 2005, ERS is seeking proposals that focus on applied economic research and/or decision support system development that has direct implications for USDA programs, policies, and decision making concerning invasive species. Priority Research Areas include: 1) Institutions and Incentives for Efficient Invasive Species Prevention and Management, 2) Practical Decision Analysis for Invasive Species Management, and 3) International Dimensions of Invasive Species Management. Anticipated funding for 2005 competitive awards is approximately \$1,000,000.

Those interested in submitting proposals can find the request for proposals at: <http://www.ers.usda.gov/Briefing/InvasiveSpecies/>

For more information about PREISM, contact Craig Osteen (costeen@ers.usda.gov) or Donna Roberts (droberts@ers.usda.gov). ■

EDITOR, from page 3

Finally, Professor Mohsin Habib, University of Massachusetts, explains that the field of business ethics is receiving increased attention because of several highly publicized corporate scandals of the last few years. Many business schools offer courses in business ethics at both the undergraduate and graduate programs. He reviews two business ethics textbooks, *Ethics and the Conduct of Business* by John R. Boatright; and *Moral Issues in Business* by William H. Shaw & Vincent Barry. Professor Habib has used these two textbooks in his business ethics course and suggests that the Shaw & Barry book would be more appropriate at the MBA level while the Boatright book would be better at the undergraduate level. ■

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