

DECISION LINE

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PRESIDENT'S LETTER

Facing Priorities for the Coming Year

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It is with great pleasure and humility that I start my year as president of the Decision Sciences Institute. I am honored to have been elected by the members, and I will do all that I can to maintain and improve the value of the Institute to all of its members. As is the custom, this first President's letter includes the goals set by the Board of Directors. I thought I would briefly explain the process by which these goals are developed, present the goals themselves, and then provide you with my priorities for the coming year.

The process begins when the Development Committee for Excellence in the Decision Sciences meets to discuss the reports from all of the other committees and to develop a set of recommended goals. This committee is chaired and populated primarily by past presidents and Fellows of the Institute. The Strategic Planning Committee then takes the recommendations, fleshes them out, adds or deletes for recommendation to the Executive Committee and the full Board of Directors. This part of the process occurs in the March-April time frame. Once the Board of Directors approves the final goals, these are translated into committee charges for each of the committees, and in some cases, ad hoc committees are established to help to accomplish the goals. The circle is completed in the November-December time frame when the committees report on their specific accomplishments. Finally, the president reports in his/her last letter these accomplishments.

The following section includes the three major goals and subgoals we will accomplish during this year.

2005-06 Goals and Subgoals

Goal 1: Enhance the value of membership in the Decision Sciences Institute and increase member satisfaction.

1-1. Enhance the services offered by the Placement System to support year-round recruiting in all disciplines.

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- 1-2. Enhance the content, capability and visibility of the DSI website.
- 1-3. Collect meaningful data to define value.
- 1-4. Continue to enhance the value of the Annual Meetings.
- 1-5. Develop interdisciplinary platforms for special interest groups.

Goal 2: Improve communication.

- 2-1. Enhance the content, capability and visibility of the DSI website.
- 2-2. Facilitate communication among the regions and between the regions and DSI.
- 2-3. Use the targeted e-mail capability more effectively.

Goal 3: Enhance globalization of the Institute.

- 3-1. Increase the global visibility and acceptance of *Decision Sciences*, *Decision Sciences Journal of Innovative Education*, and *Decision Line*.
- 3-2. Investigate the possibility of an India Region.
- 3-3. Facilitate interaction between and among the regions.

These goals will lead to the enhancement of the value of DSI to all of its members and to the further globalization of the Institute. To enhance value to its members we must first identify

what value is. Through the annual member survey, and the accompanying "fallen-out" former member survey, we hope to gain insight into the meaning of value.

In addition, we will be holding several focus groups at the annual meeting in San Francisco to further refine our definition of value. We believe that most important among the services we provide are the high-quality journals, the conferences, both national and regional, the placement service, and communication media, such as the Web site and *Decision Line*. As you can see from the stated goals, we have identified several in each of these areas that we will accomplish during the year. Two ad hoc committees have been established, one for the Placement Services, and one for the improvement of the Web site. In addition, the Publications Committee and the editors of the journals are charged to identify ways to increase the value of the publications.

In the area of globalization, I would like to see the Institute move closer to an "international organization" rather than just be an "organization with international members." First and foremost, we must understand what value the Institute provides to its international members, and how the domestic

and international memberships can be integrated into an international organization. There appears to be much more to this than just establishing regions outside of the U.S., but an ad hoc committee is being formed to assess the feasibility and to develop an implementation plan for an India Region. Once again, we are asking the appropriate committees to find ways to enhance the value of membership for all members. This includes the relationships among the regions and the national organizations, the relationships between and among regions, the communication media, the journals, and all of the services provided by DSI. We must have a better understanding regarding how these existing entities can be improved, for all members, and what additional services can be reasonably developed and provided to the membership.

If we enhance the value to the membership, it seems natural that an increase in membership will follow. What I have discussed above is the start to what I hope will be an excellent year for the Decision Sciences Institute, and for an improved future. Once again, thank you for the trust you have shown to me by electing me as president. It is my sincere desire to prove you correct by the end of the year. ■

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The Southeast Region will hold its 2006 (36th) Annual Meeting on February 22-24, 2006, at the Hilton Wilmington Riverside in Wilmington, North Carolina. Submission deadline for regular papers and abstracts is September 20, 2005. Contact Program Chair Robert T. Barrett, Francis Marion University, School of Business, P.O. Box 100547, Florence, SC 29501, phone: (843) 661-1419, fax: (843) 664-3475, rbarrett@fmarion.edu.

<http://www.sedsi.org>

The Southwest Region will hold its 2006 (27th) Annual Meeting on March 1-4, 2006, at the Sheraton New Orleans Hotel, New Orleans, Louisiana. Submission deadline is September 15, 2005. Contact David C. Chou, Program Chair, Department of Computer Information Systems, College of Business, Owen 412, Eastern Michigan University, Ypsilanti, MI 48197, Phone: 734-487-0054, Fax: 734-487-1941, Email: dchou@emich.edu.

<http://www.swdsi.org>

The Western Region will hold its 2006 (35th) Annual Meeting on April 11-15, 2006, at The Hilton Waikoloa Village (www.hiltonwaikoloavillage.com), in Waikoloa, Hawaii. Submission deadline is October 1, 2005. Contact Vijay R. Kannan, Program Chair/Vice President for Programs/Proceedings Editor, College of Business, Utah State University, Logan, UT 84322-3510, 435-797-7212, wdsi@business.usu.edu.

<http://www.wdsinet.org>