

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

The hot summer is fading away quickly and before we realize it the fall semester will be here. We start off with a letter from our president, Professor Thomas E. Callarman, Arizona State University. He recalls having attended many regional DSI meetings during his early years as a faculty member. However, he observes that participants at recent regional meetings tend to be from local universities, with fewer faculty members from major universities. As such the regional meetings “no longer serves the networking function that it used to.” He feels that senior faculty should remember how they got started and continue to help build on the strength and quality of the regional organizations.

Professor Krishna Dhir, Berry College, in his article titled “Exploring Liberal Applications for Decision Analysis” notes that business schools today are encouraging cross-functionality in our curriculum, but the crossing of the boundaries tends to be within business functional areas. He suggests that decision analysts can benefit greatly from liberal arts. This view is consistent with a recent *Wall Street Journal* article (“Future CEOs May Need to Have Broad Liberal-Arts Foundation,” April 12, 2005) reporting that corporate CEOs are looking in graduates an understanding of philosophy, culture, social issues, human condition, etc., and not just disciplines and functions of business administration, from accounting to personnel. Liberally educated graduates are expected to be more adaptable to different cultures, and responsive to the responsibilities the corporation has to the society.

The POM feature article is entitled “The ACID test: An Extension of the Case Method,” written by Professor Vidyaranya B. Gargeya, University of North Carolina at Greensboro. ACID stands for Analysis and Application, Content and Conceptualization, Integration and Implementation, and Decision and Discrimination. The ACID test developed for MBA students taking the

global operations strategy course involves a presentation and interactive discussion as part of the exam based on the write-up of organizations such as Deere-Hitachi Manufacturing Company, American Express Cards, VF Corporation, FedEx, Konica Manufacturing USA, United Healthcare International, R. F. Micro Devices, and United Guaranty Corporation. Overall, students agreed that the ACID test “added value to their learning experience.”

Professor Rick Hesse, Pepperdine University, examines the Traveling Sales Problem (TSP), which is NP-complete and difficult to solve optimally. He presents a 15-city geometrically accurate problem and shows how it can be solved heuristically with the help of the Premium Solver from Frontline Systems. The example represents a good illustrative exercise to enable students to observe different solutions to the problem.

“The Deans’ Perspective” column has two feature articles. In the first article, Milton R. Blood, former managing director, Accreditation Services AACSB International, discusses the issue of evaluating educational quality in business schools. He points out that the “new” AACSB standards contain several key features of quality in higher education that can be found in the three domains of strategic management, participants in the educational process (faculty, students, administrators, and staff), and assurance of learning (demonstration of student accomplishment).

In the second article, Professor Peter Barr, provost of Coastal Carolina University, feels that higher institutions should address “the perilous disconnect between what we higher education professionals understand to be our task and what the public understands to be our task” through public engagement. He describes Coastal Carolina’s Public Engagement Initiative, which has directly benefited both students and faculty. ■



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 Uni-

versity 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.