

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

We hope you had an enjoyable holiday season.

We begin this issue of *Decision Line* with a letter from DSI President Mark M. Davis of Bentley College. He congratulates Program Chair Mo Mahmood, University of Texas-El Paso, for organizing an excellent conference in San Antonio. Professor Davis highlights several changes within DSI which included the formation of the Indian Subcontinent Region, sponsorship of a Miniconference on Service Science at Carnegie Mellon University from May 24-26, 2007, and a redesigned home page. He encourages DSI members to be more active in shaping the future of the Institute.

In the POM column, the article "What's on the Business Horizon for Environmental Performance?" by Robert Sroufe of Boston College and Frank Montabon of Iowa State University points out the importance of incorporating environmental metrics into the organization's key performance indicators. The authors interviewed managers from 10 of the top 90 ranked firms based on the Kinder, Lydenberg, and Domini social performance rankings and present several interesting findings. They point out that successful implementation of environmental metrics would involve major commitment by top management. They also suggest several future research areas that should include examining both environmental and non-environmental metrics.

Dean Robert Niebuhr of Tennessee Technological University's College of Business makes the case for having a higher tuition rate for business courses in the Dean's Issues column. Premium tuition rates are common in professional fields such as medicine and law. He lists several reasons for justifying a price differential in business schools such as "high cost of instruction," "high demand programs," "high starting salaries of graduates," and "business schools increasingly being viewed as "professional" schools." He also presents several challenges associated with implementa-

tion and lessons learned with using the differential fee.

The Doctoral Student Issues article by Varun Grover of Clemson University presents formal and informal approaches to "indoctrinate students to doctoral studies and beyond." While there are many ways to prepare students to better appreciate the perspective, processes, and challenges of a doctoral program, he proposes using an "Indoctrination Seminar." The proposed seminar involves disseminating to the students the foundation, evolution, and construction of knowledge. The course also provides students with methods for building knowledge and guidance in conducting and writing up research.

Best wishes for a happy, peaceful, productive, healthy, safe, and prosperous New Year! ■

## DSINFO

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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.

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