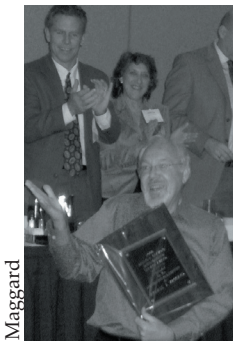


# DECISION LINE

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## 2006 Annual Meeting Award Winners



**Distinguished Service Award**  
Michael J. Maggard, Northeastern University

**Instructional Innovation Award**  
Sandra Strasser, Valparaiso University

**Elwood S. Buffa Doctoral Dissertation Award**  
Michael Naor, George Mason University  
Advisors: Roger G. Schroeder; and Kevin Linderman, University of Minnesota

**Best Application Paper Award**  
Mário G. Augusto, University of Coimbra;  
Elísio F. Brandão, University of Oporto; and  
Joao V. Lisboa, University of Coimbra

**Best Interdisciplinary Paper Award**  
Manuel Tarrazo, University of San Francisco

**Best Theoretical/Empirical Research Paper Award**  
Minghe Sun, The University of Texas at San Antonio

**Best Case Studies Competition Award**  
Carol Prahinski, University of Western Ontario; Eric O. Olsen,  
California Polytechnic State University; and Renée Reid, University  
of Western Ontario

For more details, please see related articles in the 2006 Annual Meeting section, pages 28-37.

## PRESIDENT'S LETTER



### Change is Good

Mark Davis, Bentley College  
President, Decision Sciences Institute

First, I want to congratulate Mo Mahmood again for the excellent job he did as program chair for this year's annual meeting in San Antonio. The Miniconference on Successful Grantsmanship that he organized was very well received, and we hope to continue it at future DSI conferences. I also would like to thank all of the members of his Program Committee for a job well done.

See **PRESIDENT'S LETTER**, page 38

## Inside This Issue

### FEATURES

**From the Editor.** *Decision Line* Editor Keong Leong provides an overview of 38(1) feature articles. **3**

**Production/Operations Management.** "What's on the Business Horizon for Environmental Performance?" by Frank Montabon, Iowa State University and Robert Sroufe, Boston College. **4**

**The Deans' Perspective.** "Making the Case for a Higher Tuition Rate for Business Courses!" by Robert E. Niebuhr, College of Business, Tennessee Technological University. **8**

**Doctoral Student Issues.** "Indoctrination to Doctoral Studies: A First Year Seminar," by Varun Grover, Clemson University. **10**

### SPECIAL REPORTS

**Decision Sciences Journal Special Topic Forums** **13**

**2007 Annual Meeting** **15**

**2007 Program Chair's Message** **20**

**2007 Instructional Innovation Award** **23**

**2007 DSI Doctoral Student Consortium** **26**

**2006 Program Chair's Message** **28**

**2006 Fellows Named** **36**

**2006 Job Placement Service** **37**

**Future DSI Meetings** **40**

**2006 Financial Statements** **43**

### DEPARTMENTS

**Names in the News** **14**

**Announcements** **19**

**Marketplace Classifieds** **38**

**Calendar** **48**

At this time, I also want to remind everyone of the first DSI sponsored Mini-conference on Service Science, which will take place at Carnegie Mellon University in Pittsburgh on May 24-26 of this year. The deadline is February 15 for submitting refereed papers and March 15 for submitting abstracts and workshops, panels, etc. As part of this miniconference there will be two best paper awards that are sponsored by IBM and Bentley College. There will also be several scholarships (also sponsored by IBM and Bentley College) available for graduate students to attend this miniconference. For more information, see the link to the conference home page at <http://atc3.bentley.edu/site/dsiminiconference/>. The link for submitting a paper, abstract or panel/workshop, etc. is <http://ss.byu.edu/dsimini/>. If you have any questions on the miniconference or want more information, please do not hesitate to contact me at [mdavis@bentley.edu](mailto:mdavis@bentley.edu).

As academics, we have the luxury at the end of each calendar year (after we have graded exams and submitted course grades, and before the spring semester begins) to take a couple of weeks to catch our breath and reflect back on what has transpired over the previous

year. In terms of professional activities, this past year could have included a new job (which may have required moving to a new location or receiving tenure at your current institution) or having an article (or two) accepted for publication. From a personal perspective this past year could have included marriage (yours or your son's or daughter's), or the birth of a child or perhaps even the birth of a grandchild.

### Change is Good

As I have stated previously, change is good and whether we like it or not, it is occurring every day, especially within our profession. There is change in the content of what we teach as well as how we teach it. Change is all around us. Business is changing at an ever faster rate, and it is incumbent upon us as academic professionals to embrace these changes rather than to try and resist them. To ignore change is to live in the past, presenting old, outdated material in what we teach, and using old technology (if you want to call it that) in how we teach. In fact, change is the only thing we can truly be sure of today. It is the only constant in our lives.

Change is also good for professional organizations like the Decision Sciences Institute. In the past year, we have witnessed several changes within DSI, all of which I believe are for the good. These include (a) the formation of the Indian Subcontinent Region of DSI, which is another step in our goal to become a truly global organization, (b) the first DSI-sponsored miniconference, and, on a more pragmatic level (c) a new home page for the Institute and for the annual conference, both of which were designed with you, the end user in mind.

As an organization, DSI will hopefully continue to evolve into a newer and better organization that better meets the ever changing needs of its membership. But we can't do it without you, the members of DSI, providing us with input and feedback. Otherwise we are just guessing at what changes we need to make.

So I would like to encourage each of you to take a more active part in helping us shape the future of DSI. Let us know what we can do to provide more value for you. I look forward to hearing from you. ■

## MARKETPLACE

### SUNY PLATTSBURGH School of Business Management and International Development Assistant/Associate Professor

The Management and International Business Department of the State University of New York College at Plattsburgh invites applications for a tenure-track full-time position to start Fall 07.

**Responsibilities:** Teach, research, and provide leadership in Management Information Systems. S/he will be responsible for teaching our Business Applications and Information Technology core course and will help us develop our strengths

in Management Information Systems and Supply Chain Management. Teaching load is six courses per year.

**Qualifications:** The candidate will hold a Ph.D. in Management Information Systems or closely related field or be ABD with a Ph.D. expected within the first year. The successful candidate will have a well developed or emerging research agenda that explores information systems issues. Applications from candidates from AACSB accredited schools are encouraged.

SUNY Plattsburgh is an equal opportunity employer committed to excellence through diversity.

Review of applications will begin immediately and continue until the position is filled. Candidates to whom offers are made will be required to verify their academic credentials by providing original transcripts prior to the start of employment.

Please submit a current resume and three letters of reference to:

Chair, Search Committee (PJ# 4773-310)  
c/o Human Resource Services  
SUNY Plattsburgh  
101 Broad Street  
Plattsburgh, NY 12901-2681

Fax: (518) 564-5060

[hr.apply@plattsburgh.edu](mailto:hr.apply@plattsburgh.edu)

<http://www.plattsburgh.edu>