

Stephen E. Lunce **June 12, 1947 – May 4, 2007**



Dr. Stephen Edward Lunce, 59, Professor and Chair of the Management Information Systems Department in the Dillard College of Business Administration

at Midwestern State University, died on May 4, 2007, of complications from an April 8 traffic accident.

Steve was an extremely active member of the Decision Sciences Institute (DSI) and the Southwest Decision Sciences Institute (SWDSI). He served DSI as regionally elected vice president (2001-2003) and as a member of the Board of Directors, Nominating Committee, Regional Activities Committee, and Doctoral Consortium Faculty. He was initiated into Alpha Iota Delta in 1990 and served multiple terms on the Alpha Iota Delta Liaison Committee. Steve was President of Alpha Iota Delta at the time of his death. In addition, he served as a reviewer, discussant, and/or session chair at almost every annual meeting since 1990 and published numerous papers in the DSI and SWDSI conference Proceedings.

Rising to leadership roles in SWDSI, Steve served as program chair and vice president for programs and meetings, president-elect, and president (1999-2000), as well as a member of various committees. Most notably, he received the Southwest Decision Sciences Institute Distinguished Service Award in 2003 in recognition of his extraordinary continued commitment, leadership, and service contributions to the organization.

Steve was born in Dallas, Texas to Lucy and Carroll Lunce. He grew up in Irving, Texas; was an altar boy at St. Mark's Episcopal Church in Irving and a Boy Scout. He attended Texas Military Institute in San Antonio, graduating in 1965.

Hoping to make a career as an officer in the U.S. Army, he enlisted in the Reserves and immediately went on active duty in Georgia. However, due to an injury, Steve received an early honorable discharge.

In January 1969, he was back in Irving. In March, his mother arranged a blind date with a student worker in the registrar's office at the University of Dallas, where they both worked. That night, he phoned the student worker, Barbara Dale Booher, and the first thing he said was "My mother has done something she is strictly forbidden to do," and then they proceeded to talk on the phone for three hours. It was the beginning of a lifelong romance that spanned 37 years. Steve and Barbara married in December 1969.

Steve worked for many years in the management area of the aircraft parts industry, and had the opportunity to complete his education at the University of Dallas along the way. He earned the Bachelor of Arts with a major in History in May 1977. Previously that spring he had become the proud father of Stephen Edward Lunce, II, more commonly known as "The Bear." Being a father was one of the defining roles of his life.

In April 1988, he completed his Master of Business Administration with a specialization in Management Information Systems at the University of Dallas. He found that there was "still work that I want to do in the D.S.S. area, and there are no courses left to be done. Therefore it seems logical that if I am to continue my studies, I should pursue a PhD" [excerpt from his admission essay for the University of Texas at Arlington (UTA), "Why a PhD?"]. At 41, he embarked on a new voyage, one that led to his most satisfying professional role, that of university professor.

While A.B.D., he accepted his first full-time faculty position at Texas A&M International University (TAMIU) in Laredo, Texas in 1992. He spent 12 very interesting years on the border. Bala Maniam, who was on the faculty hiring committee at TAMIU when he first met Steve, said: "At that time, I saw a great colleague, and time proved me right. I will truly miss Steve's wit and his smile."

After earning his PhD in 1994, he went on to fill many positions at TAMIU; he was president of the Faculty Senate for two years, promoted to the rank of associate professor and then professor, director of graduate programs, and chair of the MIS Department, but first and foremost, Steve was a teacher. As Dr. Steve Brown, former dean of Students at TAMIU, recently wrote: "the first faculty member I met was Steve Lunce . . . bigger than life, excited about what was happening . . . I never lost sight of the fact that he loved teaching and he loved his students. One of the activities I always enjoyed was coming to the presentations by his students on their projects. It was always a joy to see the work the students had completed, knowing they had been mentored by one of the best. Steve always seemed so proud." Another member of the TAMIU staff, Maggie Blasco, wrote: "He was like a big teddy bear to me. He was gentle, jolly, and kind, but fierce when needed."

A few years ago, Steve decided it was time to move back to the North Texas area when the opportunity presented itself with the position of chair of the MIS Department at Midwestern State University (MSU). He liked Wichita Falls, liked the people, the pace of living, and the University. He liked being closer to his family, especially to

continued on next page

Advancing Decision Making in Service Innovation

Associate Editor Team
Tor W. Andreassen, Norwegian School of Management; James C. Spohrer, IBM Almaden Research Center Rohit Verma, Cornell University

While academic scholars have made great strides in the past decade to discover, evaluate, and model decisions in the services economy, there is still much work to be done in rigorously developing the "science" of services. Over the past decade, Decision Sciences has taken a leading role in publishing interdisciplinary services research and will continue to do so in the near future. Most recently, Decision Sciences (Smith-Daniels, 2007) published the special topic forum "The Next Frontier in Services Research" to stimulate forward-thinking research related to designing and managing services in today's rapidly changing environment. To continue the advancement of the services research agenda, Decision Sciences announces the special topic forum, "Advancing Decision Making in Service Innovation." Following the spirit of IBM and other corporate initiatives (e.g., Spohrer et al, 2007; Jana, 2007), Decision

Sciences seeks papers that promote a transdisciplinary discourse by bringing together academics from information technology, operations management, marketing, human resource management, business strategy, management sciences, and social and cognitive sciences.

Service innovation promotes the design of new services and enhancements in service delivery systems. This special topic forum explores service innovation decision making ranging from strategic to operational decision problems involving inter-organizational, group-based, and technology-enabled aspects. Papers published in this special topic forum should address a specific decision problem, provide clear managerial insights that improve decision making, and/or contribute to an emerging theory of service innovation.

Building on the refocused editorial mission of Decision Sciences, this STF seeks manuscripts utilizing diverse research approaches such as theoretical, empirical, and analytical research methods. Articles published in this STF must meet Decision Sciences' high standards of research rigor and originality, while embracing managerial relevance, not only in the research problem studied, but also in their impact on enhanced decision making.

Topics of interest include, but are not limited to:

- Taxonomies of service innovation decisions
• B2B service innovation collaborative decision models
• New service development models and decision making phases
• Models for customer and supplier involvement in the service-innovation decision making process.
• New goods vs. new service innovation and service innovation within the manufacturing context
• Decision support tools and techniques for assessing service innovation
• Tradeoffs and tensions within and between functional areas related to new service innovation
• Decision making related to upstream and downstream service innovation.

Submission Period: Manuscripts for this special topics forum may be submitted between August 1 and October 31, 2007. Early submission is encouraged, but not prior to the starting date of August 1, 2007. For more information, see the journal homepage at :

https://wpcarey.asu.edu/DSJOnline/index.cfm

continued from previous page

his son, who lives in Arlington and works at UTA.

He taught at MSU for three years, and continued to impact the lives of his students and peers. He had many more goals to accomplish—plans for his department and for his students; these will be left to others to finish.

Steve was passionate and determined in everything he did, both professionally and personally. His personal passions included coaching kids, golf, genealogical research, chess and other games, hockey (and most other sports), and computers. But above all, his family and friends were the most important passions in his life. His friends and fellow employees knew him as someone they could always depend upon and trust.

Sue Nichols remarked that "Steve Lunce was always 'Dr. Steve' to me. I met him while working at TAMIU and immediately made a friend. We had lengthy discussions on such serious topics as the role of staff at universities to which was the best Star Trek series. There are many things I will miss about my friend Dr. Steve, including the big bear hugs he always gave me whenever we got together."

Steve was a man who earned the respect of all who knew him. He made a difference in the lives of many, and would ask for no greater accolade.

According to William Pinney, "Steve was a larger-than-life person—physically, intellectually, and professionally. I have known him since his

time in our PhD program, and watched him mature into the leadership roles he assumed in his academic assignments and his professional affiliations. He will be fondly remembered as an exemplary colleague and a very dear friend."

Memorial contributions may be made to the Stephen Lunce Memorial Scholarship Fund, c/o Gail Brown, Dillard College of Business Administration, Midwestern State University, 3410 Taft Boulevard, Wichita Falls, Texas 76308. ■

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