

On March 14<sup>th</sup> a rare event occurred in the heart of Atlanta, Georgia. It was not quite 10:00 p.m. Some members of the DSI Executive Committee, including Ken Kendall, Norma Harrison, Carol Latta, and Keong Leong, along with Julie Kendall and yours truly, were huddled together over dinner just a handful of miles north of the Centennial Olympic Park along Peachtree Street. Then it happened! A tornado unexpectedly struck downtown Atlanta. It swirled along Marietta Street right past DSI's home at the Georgia State University's J. Mack Robinson College of Business. All in all, tornadoes touched down at 13 different locations in and around Atlanta. Fortunately, the Institute and its people were safe.

In this issue, President Ken Kendall's letter is about the virtue of courage. His previous letters, all touching the theme of renewing DSI, were about communication, feedback, and simplicity. With his term coming to a close at the end of March, this letter is the last of his presidency.

As usual, this issue brings you another set of exciting, thought-provoking essays. In the Production/Operations Management column, Feature Editor Danny Samson of the University of

Melbourne, Australia, calls our attention to the need and opportunities for research on issues that reside at the interface of operations management and other functional disciplines, such as marketing, human resources management, knowledge management, and finance. He suggests that such research will bring maturity to the discipline of operations management.

As always, the Ecommerce feature column offers yet another insightful essay: In this issue, Tim DiVito of Rutgers University explores OpenID, a new authentication technology, and describes its potential for solving some of the prevailing problems. He also describes the hurdles that may confront implementation of this technology.

In the column on the Deans' Perspective, George E. Stevens of Kent State University calls for business schools to re-examine their programs, curriculum, intellectual contributions, and other activities to adapt to the changing times. From the Bookshelf features Barbara Price and Xiaolong Zhang, both of Georgia Southern University, discussing four specific books on business forecasting. I hope you will find these articles stimulating and useful. ■



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*from Michigan State University, and a BTEch from the Indian Institute of Technology – Bombay. He has published in numerous journals, including Applied Mathematical Modeling, Corporate Communications: An International Journal, Decision Sciences, IEEE Transactions on Engineering Management, International Journal of the Sociology of Language, and Journal of Information and Optimization Sciences. He has received various DSI awards, including Best Theoretical/Empirical Research Paper Award at the 1993 Annual Meeting in Washington, DC, and Best Application Paper Award at the 1999 International Meeting in Athens, Greece. The Penn State Harrisburg awarded him its 2001 James A. Jordan Jr. Award and 2000 Provost's Award, both for Teaching Excellence.*

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*see image at*  
**<http://www.atlantatornado.org>**

*A tornado struck downtown Atlanta on March 14th only a few blocks away from the DSI Home Office, located at Georgia State University (photo by Shane Durrance, [www.atlantatornado.org](http://www.atlantatornado.org)).*