

2010 Program Chair's Message

MORGAN SWINK, Michigan State University



A little revolution is a good thing now and then. In 2009 the Decision Science Institute (DSI) celebrated its 40th year of existence as one of the leading academic societies. The annual conference in 2010 marks the beginning of the next 40 years, in which we expect to break new ground, try new ideas, and create new value for all participants.

Join us in San Diego as we launch a new chapter in the life of the DSI. We invite basic, applied, theory, and case study research in any field related to decision-making, as well as proposals for panel discussion, symposia, workshops, and tutorials dealing with research or pedagogical issues.

As a participant in the 2010 conference you can expect to enjoy the following:

- A warm welcome with numerous opportunities to meet new people, to consider new research and teaching approaches, and to enjoy the sights and sounds of San Diego
- High quality invited and sponsored sessions featuring highly respected researchers, educators, and practitioners
- A variety of venues in which you can present and receive constructive feedback on your research and teaching innovations

- Opportunities to scout out the job market and/or the talent pool
- More than 20 discipline-based and interdisciplinary tracks that address research, pedagogy, educational technologies, and more
- Three new special interest groups addressing health care, project management, and innovation
- Conference innovations that put new twists on an already successful formula

See the 2010 DSI call for papers and links for submission at www.decisionsciences.org (April 1st deadline!)

The venue for the 2010 DSI Annual Meeting is the Marriott Hotel and Marina. This location offers excellent weather, great access to restaurants, tours, and entertainment, and scenic view of the beautiful bay and port of San Diego. For more information visit

www.sandiego.org

www.marriott.com/hotels/travel/sandt-san-diego-marriott-hotel-and-marina/.

If you have any questions, suggestions, or requests, feel free to email Program Chair Morgan Swink at swink@bus.msu.edu. ■

Miniconference on Hospitality Mgmt.

This miniconference examines emerging issues facing the hospitality industry, which is one of the fastest growing sectors worldwide. However, the current economic and political global climate means the industry has to deal with new challenges such as increased competition, declining revenues, and global terrorism. The miniconference will feature both invited and submitted

papers on the salient issues that are impacting the hospitality industry. Submission deadline is May 1, 2010. ■

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2010 Doctoral Dissertation Competition

Searching for the best 2009 dissertation in the decision sciences

Co-sponsored by McGraw-Hill/Irwin and the Decision Sciences Institute

McGraw-Hill/Irwin and the Decision Sciences Institute are co-sponsoring the Elwood S. Buffa Doctoral Dissertation Competition. The purpose of the competition is to identify and recognize outstanding doctoral research in the development of theory and/or application of decision sciences completed during 2009. A monetary award of \$1,500 will be presented at the 2010 Annual Meeting. The submission deadline is April 1, 2010.

The dissertation must deal with the development of methodology for, and/or application of, decision sciences. The dissertation research could be based on analytical and/or empirical research methods.

The dissertation must have been accepted by the degree-granting institution within the 2009 calendar year. It is not necessary for the degree to have been awarded by the end of 2009. In addition, the dissertation may not have been submitted previously to a Decision Sciences Institute dissertation competition.

The following are the requirements:

1. A nominating letter on university letterhead submitted by the student's major professor. This letter introduces the student, the supervisor of the dissertation, and the degree-granting institution. It also certifies the acceptance of the dissertation by the institution within the required time frame. All contact information for both the author and the major professor should be provided in the letter. This letter should be emailed as a PDF file to <ncsuresh@buffalo.edu>. The file should be named "Student Last Name_Nomination.pdf". (For example, if the student's last name is Wang, the file should be called "Wang_Nomination.pdf".)

2. A separate statement by the major professor about why the dissertation deserves special recognition. This letter should be emailed as a PDF file to the e-mail address given above. Please name this file "Student Last Name_Recommendation.pdf".

3. A summary of the dissertation. This five-to-ten page, double-spaced overview should include a description of the problem, the methodology, and the major findings and conclusions. At the top of the first page, the dissertation's major and minor fields should be identified. Major fields typically are accounting, economics, finance, information systems, organizational behavior, design, theory, operations management, supply chain management, and strategy/policy. Minor fields are often simulation, optimization, service sector, quality, quantitative analysis, artificial intelligence, expert systems, experimental design, etc. The summary should include a 250-word abstract. This letter should be emailed as a PDF file to the e-mail address given above. Please name this file "Student Last Name_Summary.pdf".

4. Three (3) copies of the complete dissertation in hard copy format should be mailed to the Coordinator.

Important: Because of the blind-review process, it is essential that the author, degree-granting institution, and supervising professor not be identified within the contents of items 2, 3, and 4 above. All acknowledgments or other references that would identify the author, institution, or professors must be removed from the dissertation and all accompanying documents except the nominating letter.

The coordinator will change the names of files before they are distributed to the reviewers so that the names of files are not identifiable with a particular student.

In ALL email communications, please make sure that the doctoral student's full name appears in the subject line of the email message. ■

Elwood S. Buffa Doctoral Dissertation Competition Coordinator

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2010 Instructional Innovation Award Competition

Recognizing outstanding contributions that advance instructional approaches within the decision sciences

Co-Sponsored by Alpha Iota Delta, Prentice Hall, and DSI

The advancement and promotion of innovative teaching and pedagogy in the decision sciences are key elements of the mission of the Decision Sciences Institute. At the President's luncheon during the 2010 Annual Meeting, the 32nd presentation of this prestigious award, co-sponsored by Alpha Iota Delta (the national honorary in the decision sciences), Prentice Hall, and the Institute, will be made.

The Instructional Innovation Award is presented to recognize outstanding creative instructional approaches within the decision sciences. Its focus is innovation in college or university-level teaching, either quantitative systems and/or behavioral methodology in its own right, or within or across functional/disciplinary areas such as finance, marketing, management information systems, operations, and human resources.

The award brings national recognition for the winner's institution and a cash prize of \$1,500 to be split among the authors of the winning submission. Authors of each of the remaining finalist entries share \$750. Author(s) of the finalists will be requested to submit a revised version of their papers for possible publication in the *Decision Sciences Journal of Innovative Education (DSJIE)*.

Please do not resubmit previous finalist entries. Submissions not selected for the final round of the competition will be considered for presentation in a regular session associated with the conference's Innovative Education track. Therefore, competition participants should not submit a condensed version of their submission to a regular track.

All submissions must adhere to the following guidelines and must be received no later than April 1, 2010.

Instructions

Applications must be submitted in electronic form using instructions on the DSI website (conferences sub-directory) at

<http://www.decisionsciences.org/annualmeeting/meetinginfo/innovation.asp>

A tentative summary of instructions appears below; however, applicants should consult the website instructions before submitting. Submissions will consist of one document electronically submitted using the conference website, and one supplemental letter sent via U.S. mail or e-mail.

Electronic Submission Notes

1. Number of documents and their format: The electronic submission must consist of one document, in PDF format, completely contained in one file. Graphics and images may be integrated into this one document, but no separate or attached files of any kind are permitted. No audio, video, or other multimedia of any form can be included. Nothing may be separately submitted by any other means, including disks, videotapes, notebooks, etc. Further information about maximum file size, etc. can be found on the electronic submission form.
2. Anonymity: Include no applicant names, school names, websites, or other identifying information in your document. This information is captured separately on the electronic submission form. Applicants not adhering to this policy will be ineligible for consideration.

Document Format

Competition finalists will closely adhere to these format requirements. These re-

quirements are very similar to those of the empirical manuscripts published in the *DSJIE*. Please check earlier issues of *DSJIE* before writing your manuscript. You may also want to consult the website of www.nsf.gov under Research and Evaluation of Education in Sciences and Engineering (REESE) and Course, Curriculum, and Laboratory Improvement (CCLI) in developing your paper. AACSB stresses the use of outcomes assessment and these guidelines also parallel this type of outcome assessment.

1. Length: Your one electronically submitted document can be no more than 30 total pages when formatted for printing.
2. Title Page: On the first page, provide the title of the submission and a table of contents. Number all pages in your submission in the upper right-hand corner.
3. Abstract/ Innovation Summary: On the second page, explain why your submission provides a new innovative approach to teaching. This will be the same as the abstract to be entered separately on the electronic submission form. In the first round of reviews, the abstract/ innovation summary will be used to narrow down the list of entries. Therefore, it is critical that you spend sufficient time drafting an excellent abstract/innovation summary.
4. Detail Section: Present a double-spaced document that details your submission, with the following headings.
 - a. Introduction:
 - Topic or Problem toward which your approach is focused.
 - Level of students toward which your approach is focused.
 - Number of students with whom the approach has been used.
 - Major educational objectives of your approach.
 - Research hypothesis being tested using your approach.

- Innovative and unique features of your approach.
 - Summary of other sections of the manuscript.
- b. Literature Review: A thorough literature review to show how your approach relates to those that have been already published in *DSJIE* and other journals.
- c. Research Model & Hypothesis: Describe the research model and hypothesis proposed by your approach. Indicate why you focused your innovative efforts on this material or content.
- d. Organization & Implementation: Explain how you structured the material or content, unique features of your approach, and how your approach contributes to student learning. Discuss how you designed the explanation and illustration of the material or content, what is unique about your approach, and how its use makes learning more effective. All papers should have an evaluation plan that includes both a strategy for monitoring the project as it evolves to provide feedback to guide these efforts (formative evaluation) and a strategy for evaluating the effectiveness of the project in achieving its goals and for identifying positive and negative findings when the project is completed (summative evaluation).
- e. Effectiveness and specific benefits of your approach to the learning process: Indicate how your major educational objectives were met, benefits derived from the presentation, students' reactions to the presentation, and the results of the evaluation of the effectiveness or benefits derived. It is essential to include measures of the success of the approach, which may include, but should not be limited to, instructor or course evaluations.
- f. Transferability, Implications for Educators, Future Research, and Conclusions: Explain how this innovation could be used by other institutions, professors, or courses. Conclude your paper with specific recommendations to other educators and topics for future research.
- g. References listed as per APA style guide.
- You may include in appendices:
- a. Experiential exercises, handouts, etc. (if any), that are part of your innovative approach and explain where they fit in your approach.
 - b. Any other discussion or material that you feel is essential to an understanding of your submission.
 - c. Copies of illustrative material, especially any that you have developed, and a copy of the most recent course syllabus (with identifying information deleted) in which the innovative activity was used.

The total length of your electronically submitted document, including appendices, must not exceed 30 pages. The text must be double-spaced, using 11-12 point characters, and a minimum of one-inch margins.

Supplemental Letter

In addition to the document submitted electronically, send a scanned letter via e-mail to the competition coordinator (address and e-mail given below) from your department chair, head, or dean attesting to the submission's authenticity.

Evaluation

The materials will be evaluated by the Institute's Innovative Education Committee. All submissions will be blind reviewed. Therefore, it is important that all references to the author(s) and institutional affiliation are entered only on the electronic submission form and do not appear anywhere in the submitted document itself.

The submissions will be evaluated in two phases. All submissions will be evaluated for (1) content, (2) literature review, (3) organization and presentation to students, (4) transferability to other institutions, professors, courses, etc., (5) evaluation of the effectiveness of the

presentation, and (6) innovation. Consideration will be given to the clarity of the presentation of the innovative features of the submission and the demonstrated effect it has had. Phase 2 will be the finalists' presentation at the annual meeting. Both the written submission and presentation will be considered in the final voting for the award.

All applicants, including the finalists, will be notified by June 15, 2010. Finalists must attend the Instructional Innovation Award Session at the annual meeting in San Diego to be eligible to win. At that session, each finalist will: (1) present a review or summary of the submission, (2) conduct an in-depth presentation or a discussion of a specific component of the submission (selected by the finalist), and (3) respond to questions from the audience. You don't have to constrain your presentation to use of slides alone. Please strive to use an effective method of presenting your instructional innovation so that the audiences are able to understand the significance of your contribution in a limited time period.

This session has two purposes: to provide an avenue for the Institute's members to see and discuss innovative approaches to education which could be used in their classes, and to enable the authors of the innovative packages to "bring their approaches to life" and add another dimension to the evaluation process.

The Committee invites your participation in this competition to recognize excellence in innovative instruction.

Please remember that all submissions must be received by April 1, 2010. ■

Instructional Innovation Award Competition Coordinator

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2010 Best Teaching Case Award

Calling all case-writers!

The Decision Sciences Institute has a tradition of promoting case-based teaching and supporting the development of teaching cases. We eagerly invite case writers in all DSI disciplines to submit their new and engaging teaching cases to the 2010 Best Teaching Case Competition.

Authors of three finalist cases, selected by a panel of case experts, will present their case studies and analysis at a regular session at the 41st Annual Meeting of the Decision Sciences Institute to be held in San Diego, California. The panel of judges will then select the winner from among the finalists, based both on the written material and the presentation. The winning case will be announced at the Awards luncheon, where the authors will receive a cash award.

The Case Studies Award will be awarded based primarily on the following criteria:

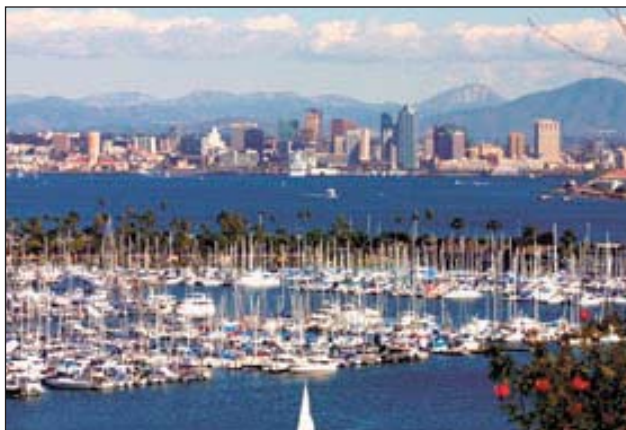
- **Worthy Focus.** Does the case address an important and timely business or managerial issue?

- **Learning Challenge.** Does the case engage the student in an appropriate and intellectually challenging way?
- **Clarity.** Does the case present the facts, data, and decision(s) to be made in a clear and concise way, consistent with its focus and objectives?
- **Professional Appearance.** Does the case and teaching note present a well-written and complete teaching package?
- **Potential for Use.** Is the case and teaching note likely to receive widespread and effective use?
- **Comprehensive Analysis.** Does the teaching note provide a complete analysis of the qualitative and quantitative issues raised in the case? Are the theoretical linkages appropriate to the course and the topic?
- **Well-defined Pedagogy.** Does the teaching note provide adequate guidance regarding how to teach the case, position the case in the course, and outline key learning points?

Cases not selected as finalists may be published as abstracts in the Proceedings of the 2010 Annual Meeting.

The submission deadline is April 1, 2010. Cases, with the associated teaching note, should be submitted electronically directly to the competition coordinator, Rebecca Grant. Please feel free to contact her with any questions. ■

Best Teaching Case Award Competition Coordinator
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San Diego, the site of the 2010 DSI Annual Meeting, features a stunning skyline and fascinating neighborhoods such as the Gaslamp Quarter.

Curricular Issues Miniconference

The Curricular Issues Miniconference provides a forum to learn from those at the forefront of curriculum innovation and improvement, and to share experiences and lessons learnt. Separate tracks on undergraduate, masters, and doctoral programs will offer ideas and insights for those responsible for designing, teaching, and administering business programs.

The continuous growth of technology and the increasing demand for efficient and effective decision-making to meet the challenge of the economic uncertainties have led to a great interest in the repositioning of the academic curriculum. Shareholders, regulatory bodies, government, industries, and employees are increasingly demanding that the academic institution adopt an innovative approach to the sustainable management of increasingly scarce resources while at the same time continuing the necessary maintenance and improvement of the quality of the higher education. Curricular issues are more than ever an imperative in academic domains such as manufacturing, logistics, operations research, and IS/IT, all of which have become pervasive throughout society and different industries.

The purpose of this miniconference is to advance theoretical and practical knowledge regarding the emerging curricular issues and to gain a better understanding of innovation, academic initiatives, and research being conducted on this aforementioned subject area. Hence, submissions of high quality papers that report on academic curriculums, empirical research, and/or case studies including but not limited to the following topics are appreciated.

1. Curricular issues, problems, and or challenges
 - a. Research-oriented vs. teaching-oriented institutions
 - b. Public vs. private institutions
 - c. Bachelor degree vs. associate degree institutions

- d. Undergraduate vs. graduate curriculum
2. Curricular design—Global Perspective
 - a. International education/studies opportunities
 - b. Internships and student exchanges
 - c. 2+2 programs and joint programs/workshops
3. Innovative curricular methods and/or approaches
 - a. Interdisciplinary programs
 - b. Collaborative approach for courses
 - c. Various teaching pedagogies
4. Potential topics for curricular development such as
 - a. Business intelligence
 - b. Green IT
 - c. Information auditing/security
 - d. Newer development in SCM, or ERP
5. Other important curricular issues
 - a. Building consistency for core courses
 - b. Enhancing oral and written communication in the curriculum
 - c. Developing leadership and team skills in the curriculum
 - d. Teaching business ethics concepts in the curriculum
6. Curricular assessment, evaluation, and other related issues
 - a. Learning outcome assessment
 - b. Collaboration with other academic divisions
 - c. Joint opportunities with other academic institutions ■

Curricular Issues Miniconference Coordinators
David C. Yen, yendc@muohio.edu

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Technology in the Classroom Miniconference

The Technology in the Classroom Miniconference provides a forum for participants to share novel or innovative applications of technology in the classroom that enhance the student's learning experience and teaching effectiveness. Submissions should be limited to creative approaches and best practices for using course support software, online teaching tools, multimedia, spreadsheet software, simulation software, online tutorials, or other applications of technology, and be capable of being demonstrated and discussed within a 20-30 minute timeframe.

We are making efforts to have a hands-on environment available for the presentations and would like presenters to be able to actively demonstrate the applications which they have employed and why those applications are effective in enhancing learning and teaching effectiveness.

Submissions are competitively reviewed and selected for their creativity, novelty, and contribution to pedagogy, and should not be duplications of material found in existing textbooks. Please send your submission (following the "Instructions for Electronic Submissions") by May 1, 2010 to the coordinator. ■

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2010 DSI Global Miniconference

With a gross domestic product (GDP) of over \$14 trillion, the U.S. is the largest economy in the world. However large this number may seem, it represents only about 23% of the total world GDP of over \$61 trillion. What does this mean to today's business decision makers? If we look to Hollywood, we can gain a little insight.

- On May 19, 1999, "Star Wars Episode 1: The Phantom Menace" was released for U.S. domestic audiences. The global rollout was to proceed during the following weeks. Yet, the very next day, bootleg versions of the film appeared on overseas screens. Digitization had changed the rules of the global game.
- On December 18, 2009, "Avatar" was released to a global audience. Within three weeks, the film topped the \$1 billion mark in ticket sales. Amazingly, two thirds of the revenues came from global markets.

Today, regardless of the country of origin, corporate success increasingly requires that managers learn to use worldwide

resources to meet the needs of global consumers. The mission of this miniconference is to help us better understand the rules of a global economy via cutting-edge research as well as to explore ways in which we can better teach the nuances of global decision making to today's students, regardless of where they hail from.

Indeed, globalization raises many challenges for decision makers everywhere—not just for transnational firms operating in culturally and geographically diverse environments. For academic researchers, globalization has generated many fruitful avenues of inquiry regarding (1) competitive strategy, (2) the design of global networks including the coordination of activities within the firm, and (3) the ability to build appropriate relationships among the various actors external to the focal firm. These avenues include, but are not limited to, the role of culture, knowledge development, innovation, supply chain networks, market relationships, and others. We look forward to provocative discussion of the

many issues influencing global strategy such as country, social structure, politics, economics, human resources, supply chain management (services and manufacturing), foreign direct investment, and information technology. Our hope is to stimulate creative thinking regarding the challenges facing firms, society, the environment, and various institutions (government and non-government) in the context of globalization.

We invite DSI members to submit research papers, forums, tutorials, and other creative submissions for this event. ■

Global Miniconference Coordinators

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2010 New Faculty Development Consortium

The New Faculty Development Consortium (NFDC) is a program for faculty who are in the initial stages of their academic careers and who would like to gain insights about teaching, research, publishing and professional development. Faculty members who have earned their doctoral degrees and are in the first three years of their academic careers are eligible to apply.

The consortium will be held on Saturday, November 20, 2010, as part of the DSI conference. The day-long agenda for the consortium will consist of interactive presentations and panel discussions led by business faculty at varying stages of their careers. The program will also provide opportunities for interaction and networking with experienced faculty

as well as with co-participants in the consortium.

The program will include sessions on a variety of topics such as:

- Tenure and promotion
- Building a successful research program
- Excellence in teaching
- Institutional citizenship—Service toward your institution and toward the academic community

To participate in the consortium, please send an email providing the information listed on the DSI annual meeting website at

<http://www.decisionsciences.org/annualmeeting/meetinginfo/new-faculty.asp>

along with your current vita to one of the coordinators listed below. To be eligible for participation, your application must be received by the end of the day on Friday, October 1, 2010. Early applications will be appreciated. The first 50 qualified applicants will be selected for participation. Although each NFDC participant will be required to register for the DSI 2010 Annual Meeting, there will no additional fees for participating in this consortium. ■

New Faculty Development Consortium Coordinators

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