

DECISION LINE

PRESIDENT'S LETTER



Transition and Transformation

by Keong Leong, University of Nevada, Las Vegas

Only a few years ago, the United States was the world's largest automobile market. The situation has changed rapidly. Today, China has leapfrogged Japan and the U.S. to take over as the number one automobile market in the world. Jaguar and Land Rover are now owned by Tata, an Indian company. Anheuser-Busch, a long established giant in the U.S. beer industry, has merged with InBev to form Anheuser-Busch InBev, headquartered in Belgium. These examples remind us that any organization, irrespective of its geographic location, is continually confronted with new challenges and opportunities. Our Institute, too, is constantly challenged by its changing environment. We, too, exist in a competitive market. We need to manage our reputation through international engagement, improved quality of our creative and scholarly works, and our discourse at the annual meetings. The Institute should continue to look at ways we can have a bigger international presence. Thus one of this year's Board objectives is: Make the Institute a global organization.

Participants from within the U.S. at our annual meetings have generally accounted for more than 90 percent of the total number of attendees. We are not the only academic organization facing this challenge. The Association to Advance Collegiate Schools of Business (AACSB International) recognized that the U.S. market for accreditation had matured. They faced the very challenge that confronts us by attracting members from the pool of business schools outside the U.S. The Institute's Western Region, too, has had success in this area. At the most recent meeting of DSI's Western Region, nearly 20 percent of the attendees came from outside the U.S. The fact of the matter is that our Institute has long recognized the opportunities provided in the international arena. We started the Asia-Pacific chapter in 1994, the Mexico chapter in 2004, and the Indian Subcontinent chapter in 2006. The latest addition to our growing family is the European chapter, established in 2009. The European DSI will hold its first meeting in Barcelona in the summer this year. The

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Institute should continue to look for additional opportunities to grow internationally.

The Board has approved holding a World Congress every four years. The World Congress will involve collaboration with one or more peer international organizations, and will be held outside the U.S. Consequently, once every four years, the Institute's annual meeting will be replaced by a World Congress. I am establishing an Ad Hoc Committee on World Congress, which will be charged with developing a proposal to organize and implement the inaugural World Congress. The committee will develop an implementation plan including potential partners, dates, and locations and make recommendations to the Board.

The benefits to our members are derived primarily through our publications and various forums of interaction, such as our regional and annual meetings. The impact factor of the *Decision Sciences* journal has increased substantially over the last few years, thanks largely to the work of outgoing editor, Vicki Smith-Daniels. We are grateful to Vicki for her valuable contribution. We are confident that Asoo Vakharia will continue to improve the quality of the journal. *The Decision Sciences Journal of Innovative Education* continues to draw interest and has increased submissions and acceptances. As such the number of issues per year will soon be increased from two to three. Surveys of our members indicate that *Decision Line* is the most

widely read publication of the Institute. Our publications are important to the success of our Institute. Thus another Board objective is as follows: Enhance the quality of the Institute's journals.

Another Board objective is: Enhance service quality. The economic recession has caused many state university budgets to be cut drastically. Funding for faculty members to attend conferences has been curtailed, causing declining participation at these meetings. The Institute, too, has been affected by this trend. We have to examine ways in which we can differentiate our meetings from those of others, even as we provide value to our members. In his last President's Letter, Ram discussed the changes made to our annual meeting and the "transition to an interesting, informative, high quality and enjoyable conference." For the first time, this year's annual meeting will include invited sessions from three Specific Interest Groups (SIGs): Project Management (PM), Health Care Decision Making and Policy (HCDMP), and Innovation and Entrepreneurship (IE). It is anticipated that additional SIGs will be added based on member interests.

This is the Year of Implementation. Paul Rubin, Chair of the Ad Hoc Committee on Website, has agreed to facilitate the implementation of a Members Zone on our website, which will offer wikis, blogs, and discussion

forums, and serve as a repository for information such as research data files, cases and problems, annotated bibliographies, mailing lists, and photo galleries. The Internet is an excellent marketing medium to reach prospective members worldwide at minimal cost. Podcast is one way members and non-members can easily access information of interest to them. This technology, too, can be an important medium for disseminating cutting-edge research, augmenting our traditional channels. The publicity gained through this medium could potentially increase the citation of research published by the Institute and, therefore, the impact factor of its journals. Selected articles from *Decision Line*, *Decision Sciences*, *Decision Sciences Journal of Innovative Education*, and presentations by the best paper award winners and instructional innovation award competition finalists at the annual meetings could be podcasted and made available on the Institute's website. Such technologies can help enhance the Institute's reputation and stature. This leads us to the Board's final objective: Evaluate emerging information and communication technologies for applicability to the Institute's activities.

I will apprise you of our progress in my future letters. ■

MARKETPLACE (See more listings at <http://www.decisionsciences.org/placement>)

INDIANA UNIVERSITY Kelley School of Business Operations & Decision Technologies Department Operations and Supply Chain Management Visiting Faculty

The Operations and Decision Technologies Department of the Kelley School of Business invites applications for visiting faculty positions in Operations and Supply Chain Management to begin Fall 2010 or Spring 2011. The openings are at a non-tenure-track level (Lecturer or Assistant Clinical Professor). To qualify at the Clinical level a Ph.D is required. A strong teaching record is required and industry experience is desirable.

The major teaching responsibilities involve Operations and Supply Chain Management with a special emphasis in the Logistics area. An interest in teaching Data Analysis and Spreadsheet Modeling would be a plus. Courses would be taught at the undergraduate and graduate levels and an 18 credit hour teaching load would be required.

Faculty will be available to meet with candidates at the POMS conference in Vancouver, and individual arrangements will be made for those not attending the conference. To ensure consideration, applications should be received by May 4, 2010; however the search will continue until positions are filled. Interested applicants should send

a cover letter, vita, evidence of strong teaching, and the names and addresses of three references to:

F. Robert Jacobs
(jacobs@indiana.edu)
Chair of Faculty Search Committee
Department of Operations & Decision
Technologies
Kelley School of Business
Indiana University
Bloomington, IN 47405-1701

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