

DECISION LINE

Vol. 31, No. 3

May 2000



PRESIDENT'S LETTER

Enhancing Institute Communications

Michael J. Showalter,
Florida State University

I attended my first Decision Sciences Institute Annual Meeting in 1970 as a doctoral student at The Ohio State University. It was an exciting experience listening to presentations and meeting many of the authors whose papers I was studying in my doctoral courses. It never occurred to me that 30 years later I would have an opportunity to serve the Institute as president. It is both a privilege and honor to participate as a member of the leadership team responsible for guiding the Institute into the 21st century. This responsibility is indeed awesome when I consider the successes the Institute has experienced over the past 31 years and the many future opportunities that await. Of course, the Institute's past successes are the result of the dedication and efforts of many people, including officers, members, the Executive Director, and the home office staff. The level of voluntary, professional commitment of many members over the years has brought the Institute to where it is today. I would certainly expect that as current and new members continue their active participation that the Institute will continue to serve the professional interests of its membership in the future.

I wish to thank Past President Lee J. Krajewski, the 1999-2000 Board of Directors, 1999 Annual Meeting Program Chair Tom Jones, Executive Director Carol J. Latta and her home office staff for their tremendous efforts during the past year. They have created a truly supportive environment for the 2000-2001 Board of Directors to begin fulfilling its duties and responsibilities. I am particularly fortunate to have Past President Lee J. Krajewski, President Elect F. Robert Jacobs, Treasurer Barbara B. Flynn, Vice President Tom Callarman, and Executive Director Carol J. Latta on the 2000-2001 Executive Committee. I also have a Board of Directors consisting of an outstanding group of professionals deeply committed to the success of the Institute. In addition, there are many members who have volunteered to serve on the Institute's committees next year. I am very excited and looking forward to the opportunity to work with all these individuals.

See **PRESIDENT'S LETTER**, page 45

Inside This Issue

FEATURES

From the Editor. <i>Decision Line</i> Editor Barbara Flynn provides an overview of 31(3) feature articles.	3
Instructional Innovation Award Finalist. "An Integrative Data Mining Approach for Teaching Knowledge-based Business Decision Models," by Jeen-Su Lim, John H. Heinrichs, and Lonnie J. Hudspeth	4
Production/Operations Management. "Data Envelopment Analysis: Models and Extensions," by Srinivas Talluri, Silberman College of Business Administration, Fairleigh Dickinson University.	8
In The Classroom. "Triangle Distribution: Mathematica Link for Excel," by Rick Hesse, Feature Editor.	12
From the Bookshelf. "Going Globalistic," by Andrew Ruppel, Feature Editor.	17
Doctoral Student Issues. "The Online Ph.D.," by Peter Carr, Athabasca University, Canada.	19
Ecommerce. "Global Electronic Commerce Central: A Real-Time Market for Ecommerce Teaching Resources," by Chris Westland, Hong Kong University of Science & Technology.	21
The Specialist with a Universal Mind. "The Decision Sciences Laboratory," by Andrew Vazsonyi, Feature Editor.	24

SPECIAL REPORTS

Announcing the <i>Decision Sciences Journal of Innovative Education</i>	26
2000 Annual Meeting in Orlando	31
1999 Financial Statements	47

DEPARTMENTS

Names in the News	11
Board of Directors	16
Announcements	28
Marketplace Classifieds	46

The 2000-2001 Board of Directors met in April to continue building on the Institute's vision of becoming the premier professional organization of choice for business scholars. At the March meeting the Executive Committee reviewed the previous year's goals of the Institute, the Development Committee for Excellence in the Decision Sciences report, and the recommendations of the committees to develop a revised set of goals for the Institute in 2000-2001. The Executive Committee prioritized these goals for presentation to the Board of Directors. In April, the Board members reviewed these proposed goals offering many creative ideas about how the Institute might best achieve its vision. After discussing the proposed goals, the Board of Directors made several modifications and adopted a challenging set of goals for the 2000-2001 year. The 2000-2001 Institute goals are as follows:

- Develop an information system for the Decision Sciences Institute that captures information about members, generates information needed by members, supports Institute decision making at all levels, and uses current Web-based decentralized technology.
- Enhance member services and increase membership.
- Increase globalization of the Institute.
- Promote the development and dissemination of research having educational significance and managerial relevance.
- Expand interdisciplinary activities.

The first (highest priority) goal is a continuation of last year's goal of developing an information system to support decision making activities of the Institute's home office. It is anticipated that the home office information system will be completed by summer 2000, and will be available to process membership renewals and annual meeting registration in a more efficient manner.

In total, the goals of the Institute support what I perceive to be a focus of "Enhancing Institute Communications" with the membership both in terms of content and method of delivery. Exploring new opportunities to enhance communications with the membership will play a significant role in retaining members and attracting new members by offering them value-added services not provided by other organizations. This agenda of "Enhancing

Institute Communications" can best be understood by examining some of the **critical** committee charges (see 2000-2001 Board Objectives/Committee Charges elsewhere in this issue) established to achieve those goals. Some of the specific committees actively involved in "Enhancing Institute Communications" include:

1. **Publications Committee:** This committee has been charged to identify a pool of potential editor candidates for a new teaching/learning journal titled, *Decision Sciences Journal of Innovative Education*. The Editor Announcement approved by the Board of Directors is presented elsewhere in this issue. Selection of an editor for this new journal will move us significantly closer to the time when Institute membership will receive a new printed journal devoted to teaching pedagogy.
2. **Information Technology Committee:** This committee has been charged with examining the many web-based applications proposed by various committees in the past and to develop a vision of a web-based platform capable of delivering information critical to member's professional development on a real-time basis. It is hoped that this platform will enable the Institute to better serve its members on a continuing basis throughout the year.
3. In addition to the activities of the Information Technology Committee and Publications Committee, I have established an **Ad Hoc Committee on Copyrights** to explore the implications of copyrights and ePublishing of all future Institute publications in electronic form.
4. **Programs and Meetings Committee:** This committee has been charged with exploring alternative paradigms for organizing and delivering the annual meeting in the future. One of the past committee decisions being implemented at the 2000 Annual Meeting will be the scheduling of all professional development sessions across all four days of the conference. Both of these efforts are focused on providing members attending the annual meeting with more opportunities for professional development.
5. **Strategic Planning for International Affairs Committee:** This committee has been charged to review how the

Institute might increase its level of support for international meetings to better serve the communication needs of international members.

6. **Ad Hoc Committee on Regional Accounting Practices:** I have continued this committee a second year so it can complete its efforts to coordinate financial accounting practices within each region and its relationship to home office accounting system. These efforts should result in changes in the Institute's regional constitutions and bylaws that standardize financial communications within the Institute.
7. **Ad Hoc Committee on Regionally-Elected Vice Presidents:** I have formed this committee to more clearly identify the role, duties, and responsibilities of the regionally-elected vice presidents who serve on the Board of Directors and provide a critical communication liaison between the region membership and the Institute's Board of Directors.
8. **Ad Hoc Committee on Electronic Submissions:** This committee has been established to examine the possibility of electronically submitting all papers/proposals and then electronically processing (reviewing) those papers/proposals for the 2002 Annual Meeting.

Considering the list of activities above, we have certainly established a challenging and exciting set of goals for the 2000-2001 year. Although a single year is a very short time period in which to accomplish all of these goals/activities, I am confident that we will make substantial progress in all areas. The Board of Directors is dedicated to moving the Institute forward in order to provide greater, more frequent communications' opportunities for the membership in the future. In reviewing the many charges to Institute committees shown elsewhere in this issue, if you should have any questions or comments about the Institute's planned activities, please do not hesitate to contact me. Best wishes to all Institute members for the coming year. ■

Michael J. Showalter
Florida State University
College of Business
Tallahassee, FL 32306-1110
(850) 644-8230, Fax: (850) 644-8225
email: mshowal@cob.fsu.edu