

Enterprise Resource Planning Sessions

Saturday, 1:00-2:30 PM

ERP Curriculum Development Issues

Moderator:

F.C. 'Ted' Weston, Jr., Colorado State University

Panelists:

Daniel E. O'Leary, University of Southern California

Munirpallam A. Venkataramanan, Indiana University

Edward F. Watson, Louisiana State University

This session will bring together faculty representing schools that are actively involved in implementing ERP software into the academic classroom. Emphasis will be given to pedagogical approaches to introducing commercial ERP packages, specific modules introduced, problems encountered, student responses, plus impact on courses and programs.

Saturday, 3:00-4:30 PM

ERP Vendor Panel

Moderator:

F.C. 'Ted' Weston, Jr., Colorado State University

Panelists:

Bert Landau, PeopleSoft

Amelia Maurizio, SAP America

Bob Morrison, J.D. Edwards & Company

This session will consist of non-commercial presentations by three ERP vendors who are

active partners with universities and programs to implement ERP software into the academic curriculum. It is expected that each vendor will briefly outline how ERP software partnerships are structured, required legal contracts, plus issues such as software support, implementation, training, faculty/student internships, hardware requirements, research opportunities, and related funding issues.

Sunday, 1:00-2:30 PM

ERP Research Issues

Moderator:

F.C. 'Ted' Weston, Jr., Colorado State University

Panelists:

Daniel E. O'Leary, University of Southern California

Vincent A. Mabert, Indiana University

Ram Narasimhan, Michigan State University

Arik Ragowsky, Wayne State University

This session will consist of invited presentations to discuss ERP related research in progress or planned. Potential topic areas include organizational readiness, implementation, ASP's, front office to back office integration, customer relationship management, supply chains, project management, BPR and change management, metrics, and training. The editor of *Decision Sciences* journal will discuss ERP related research that would be appropriate for

the journal. Time will be given to open discussion of research directions.

Monday, 10:00-11:30 AM

ERP Academic Panel — Trends and Issues

Moderator:

F.C. 'Ted' Weston, Jr., Colorado State University

Panelists:

Ashok K. Soni, Indiana University

Linda G. Sprague, University of New Hampshire

Gail Corbitt, California State University - Chico

This panel will bring together faculty who are actively involved in ERP, both domestically and internationally. Participants will discuss current and future directions of ERP plus the relative importance of this topic to classroom and research agendas. Concepts to be stressed include usage of ERP software, pitfalls, and software integration issues. Potential topics also include application service providers (ASP's), supply chains, customer relationship management systems, plus current sources of ERP information.

Innovative Approaches for Teaching with Spreadsheets

Saturday, 9:00-10:40 AM

Session 1

An Efficient and Effective Way of Processing Data in Survey Research Using Excel's Pivot Table Report

Rene Leo E. Ordonez, Southern Oregon University

Regression, Contingency, and Resampling with Spreadsheets

Malcolm Getz, Vanderbilt University

Saturday, 11:00AM-12:10 PM

Session 2

Using Spreadsheets to Simulate Forecast Errors in Exponential Smoothing

Anne B. Koehler, Miami University

Bruce L. Bowerman, Miami University

Excel Solver Did Not Find the Solution I Expected... What Now?

Denise S. Troxell, Babson College

Saturday, 1:40-2:50 PM

Session 3

Graphical Spreadsheet Simulation of Queues

Armann Ingolfsson, University of Alberta

Thomas A. Grossman, Jr., University of Calgary

Solver, Forms, Macros and VBA:

Enhancements to Teaching Quantitative Methods with Spreadsheets

Salwa Ammar, Le Moyne College

Ronald Wright, Le Moyne College

Saturday, 3:10-4:20PM

Session 4

Generating Quality Control Charts Having Specified Characteristics Using Excel

James R. Evans, University of Cincinnati

Teaching Management Science With Spreadsheets - Evaluating Students

Krishnamurthy Muralidhar, University of Kentucky

James R. Evans

QAOM Department

University of Cincinnati

PO Box 210130

Cincinnati, OH 45221-0130

James.Evans@uc.edu

McGraw-Hill/Irwin Sponsors Technology Classrooms

McGraw-Hill/Irwin is proud to sponsor the Technology Classrooms at Decision Sciences Institute again. Sessions at last year's DSI were a huge success. Participants enjoyed the opportunity to engage in interactive discussions on emerging technology topics with their peers. The hands-on experience with cutting edge technology programs was invaluable! Again, this year we promise to present faculty the most current technology available in Decision Sciences and academia in a professional and comfortable classroom setting.

Register online at:
http://www.mhhe.com/catalogs/irwin/opsci/tech_classroom/

Sunday, November 19

Sunday, 10:00 - 11:30 AM & 3:00 - 4:30 PM

Evaluating E-Solutions for the Classroom

Facilitator:

Paul Yelverton, *Distributed Learning & Technology Specialist for McGraw-Hill*

The first half of this interactive hands-on session will discuss and examine the latest Course Delivery Technology. Participants explore software offerings, discuss emerging issues, and learn the difference between online course delivery and course web pages, compare different delivery methods and learn how to implement online quizzing, course management, content management and much more. The second half of this interactive session will sizzle, while participants create their own course web page! That's right your web page will be fully functional and accessible via the WWW by the session end. In addition, participants will share in interactive discussions involving web page designing with HTML vs. template driven development programs. Remember to bring your syllabus if possible.

Sunday, 1:00 - 2:30 PM

You Can Teach Online!

Facilitators:

Gary S. Moore, *University of Massachusetts-Amherst*

Kathryn Winograd, *Instructional Design Specialist*
Dan Lange, *Blue Mountain Community College*

The thought of teaching online courses strikes fear into many instructors. Not only is the "fear

of the unknown" a strong factor, but many professionals don't know where to go when they want to develop a stimulating and rewarding online course. McGraw-Hill is proud to introduce this free Web-Enhanced text, which provides easy-to-follow examples of pedagogical techniques, and tools that will be useful for faculty interested in developing online courses in the traditional and online classroom. Get answers to these agonizing questions and more: What Content do you have and how do you translate it to the Online Environment? Who Can Help Me Do the Converting, Designing, and Developing My Online Class and What Will They Do? How Do you Best Divide Between Bricks and Clicks? How Do you Evaluate the Effectiveness of Your Course? One of the keys to success in this field is the ability to create an online community for students that will keep them engaged in the online class. This session is a must!

Monday, November 20

Monday, 8:00 - 9:30 AM

Internet Simulations: The Beer and E-OPS Games

Facilitator:

F. Robert Jacobs, *Kelley School of Business*

Experience two very popular online games for the operations management course. Based on experience at Indiana University over the past year, many students enjoy participating in these types of competitive and interactive learning aids. You will enjoy hands-on experience with the Online Beer Distribution Game and the E-ops Game. The "Beer Game" is already widely used around the world. The object of the game is to demonstrate the bullwhip effect that is often observed in business supply chains. In the past, this was achieved with a manual version (board with chips and cards). Now, this exciting game is available online! Also enjoy hands-on experience with the E-Ops Game. This game closely models the action of an Internet business where sales and purchases are made through e-commerce sites such as e-STEEL or VerticalNet. The player must make purchasing, production and sales decisions as part of this E-Commerce based simulation.

Monday, 10:00 - 11:30 AM

Visualizing Business Statistics

Facilitator:

Ron Tracy *Oakland University*

Business Statistics has arrived at a new level! See how to bring textbook graphs and charts alive. Visual Statistics is an interactive multimedia tool designed to teach statistical concepts in a graphical and user-friendly

environment. This unique tool fosters "interactive learning" through competency-building exercises, individual and team experiments, relevant examples and built-in databases. Learn for yourself how you and your students will benefit from this innovative teaching and learning environment.

Monday, 1:00 - 2:30 PM

Integrated Internet Assignments for Operations Management

Facilitator:

Byron Finch *Miami University, Oxford*

In just a few short years the Internet has arrived and delivered profound changes in the way we live and work. Among the many challenges facing higher education instructors is how to harness the power of the Internet to serve the needs of education and how to integrate it into the regular course experience of students.

Professor Finch, author of a book on the Internet published by McGraw-Hill and designer and managing editor of McGraw-Hill's OMC (Operations Management Center) supersite, has devoted many hours inside and outside the classroom addressing these issues. This presentation will offer some of his findings. Professor Finch will provide guidance on how to enrich operations management courses through the use of the Internet. He will offer a wealth of examples of operations management assignments that utilize an integrated set of Internet resources in order to explore the operations practices of a particular company. Resources that are integrated into each assignment include on-line articles, annual reports, websites, on-line product catalogs, on-line tours, government documents, and letters from CEO's.

Monday, 3:00 - 4:30 PM

Using Applied Technology to Improve the Business Statistics Classroom

Facilitator:

Michael L. Hand, *Atkinson Graduate School of Management, Willamette University*

Business statistics instructors confront a dazzling array of technology choices, all increasingly available and commonplace in the classroom. In this session, we identify teaching technologies, existing and emerging, demonstrate their use in the business statistics classroom, and provide pointers to technology resources for business statistics instructors. Participants in this "hands on" session will have the opportunity to experiment with technology tools using provided computing facilities. ■

Professional Development Programs

Saturday, 1:00-2:30 PM

Panel: Reviewing Journal Submissions—Tips and Guidelines for Doing a High Quality Review

Moderator:

Ram Narasimhan, Michigan State University

Panelists:

Paul A. Rubin, Michigan State University

Linda G. Sprague, University of New Hampshire

John G. Wacker, Iowa State University

D. Clay Whybark, University of North Carolina-Chapel Hill

The reviewing process is a critical element of quality control in the research and publication cycle. Effective reviewers perform a valuable service to authors and editors alike. A panel of experienced editors and reviewers will share their insights regarding what makes a high quality review and suggest practical tips and guidelines for doing good reviews.

Saturday, 1:00-2:30 PM

Workshop: Integrating Case Studies Effectively in Higher Education Classes

Coordinator: TBA

Leader: Dedeke, Lee University

This workshop will introduce participants to several kinds of case studies, to different methods of integrating case studies in classrooms and to different roles that teachers play within the case-teaching context. The participants will experience simulated case study discussions using very short Harvard Business School cases. The session will also include the sharing of experiences about how to design cases, how to evaluate student participation and how to achieve high student participation.

Saturday, 3:00-4:30 PM

Workshop: The Software Supply Chain—Opportunities and Challenges for Research

Coordinator:

Vicki L. Smith-Daniels, Arizona State University

Leader:

Dwight E. Smith-Daniels, Arizona State University

This session examines the opportunities and challenges of managing software supply chains by examining the similarities and differences of hardware and software supply chains. During this session, an interdisciplinary research agenda will be presented and evaluated that draws from core knowledge in four domains including computer science,

systems engineering, inter-organizational relationships and transaction-based economic theory.

Saturday, 3:00-5:00 PM

Workshop: Latent Variable Growth Curve Modeling

Coordinator:

George A. Marcoulides, California State University—Fullerton

This workshop is designed to give participants a good working knowledge of Latent Variable Growth Curve Modeling using the popular LISREL (Version 8) software package. Major emphasis will be placed on illustrating the techniques used to conduct LGM analyses.

Saturday, 3:00-4:30 PM

Workshop: Electronic Business in the Operations Management/Supply Chain Curriculum: A Tutorial and Discussion

Coordinator:

Sue P. Siferd, Arizona State University

Leaders:

Zhaohui Wu, Arizona State University

Phillip L. Carter, Arizona State University

Linda L. Stanley, Our Lady of the Lake University

Marc E. Ruzicka, University of Tennessee - Knoxville

We will present an overview of electronic business principles, and we will discuss what is appropriate to be teaching supply chain and operations management students about electronic business. Topics to be included are: E-business basics; Introducing e-business to students in small chunks; Designing and implementing: A graduate course in e-business; An undergraduate course in e-business; An entire e-business curriculum; and Future directions in e-business.

Sunday, 10:00-11:30 AM

Workshop: Integrating Programming with Introductory Courses on Application Software

Coordinator:

Catherine Murphy, Pennsylvania State University—York

This workshop demonstrates procedures and materials developed to introduce programming in HTML, VBA, and JavaScript within a business applications course. Attendees are encouraged to contribute their ideas and experiences.

Sunday, 1:00-2:30 PM

Workshop: Planning and Implementing Writing Intensive Courses for OM and IS

Coordinator:

Louis LeBlanc, Berry College

This session will examine key design and execution issues for writing-intensive courses. The context of the discussion will be operations management and information systems courses, though the concepts are transferable to courses in any discipline.

Sunday, 3:00-4:30 PM

Workshop: Developing an On-Line MBA in Supply Chain Management

Coordinator:

Andrew S. Philippakis, Arizona State University

Monday, 8:00-9:30 AM

Panel: Mutually Beneficial Approaches to Academic/Industry Collaboration

Moderator:

Ernest L. Nichols, Jr., University of Memphis

Panelists:

Brian D. Janz, The University of Memphis

Robert B. Handfield, North Carolina State University

Robert J. Trent, Lehigh University

In an effort to secure additional funding, business schools are increasingly looking to the business community for assistance through various collaborative endeavors. The panelists in this session each have experience with a different academic/industry collaboration model. Each panelist will provide an overview of his initiative, including focus area, funding model, accomplishments, and critical success factors.

Monday, 3:00-4:30 PM

Workshop: Globalization of Business Programs: Ideas, Progress and Results

Coordinator: TBA

Leaders:

Stanley E. Fawcett, Brigham Young University

Sheldon R. Smith, Brigham Young University - Hawaii

This workshop will include a discussion of ideas, progress, and results from efforts to globalize the business programs at Brigham Young University and Brigham Young University - Hawaii, two campuses which vary greatly in size. It will include a discussion of individual programs developed and the coordination and planned coordination of these programs for the benefit of students and faculty. ■

Academic Administrator Program

A forum for department chairs and other academic administrators

The Academic Administrator Program (co-sponsored by Ernst & Young LLP and the Terry College of Business, University of Georgia) was introduced in 1994 and has become a regular feature of the annual DSI meetings. As originally conceived by Anne Koehler of Miami University and Betty Whitten of the University of Georgia, the program was intended to provide a forum for addressing issues and problems that confront department chairs and other academic administrators. In addition, it was hoped that the program would attract faculty who might have an interest in serving in an administrative position.

This year the Academic Administrator Program returns to its roots as attention is placed on the logical progression from faculty member to academic administrator and on the role of a mentor in guiding this process. In the first session, a panel of six administrators will share their thoughts about making a successful transition from the teaching-research-service mindset to the world of meetings, meals, mediating, mingling, and money matters.

The second session is intended to be lighter in tone, while simultaneously delivering subtle messages. Titled "Who wants to be a dean?", the session will examine common beliefs (or misconceptions, as the case may be!) about what goes on in the dean's office. Moderators George Heitmann of Muhlenberg College and G. W. Willis of Baylor University will ask each set of panelists to comment on the veracity of each belief or misconception and to explain how to feed beliefs and squelch misconceptions.

Saturday, November 18, 2000

Saturday, 1:30 - 3:00 pm

Career Path into Administration

Moderators:

George Heitmann, Muhlenberg College
G.W. Willis, Baylor University

Male perspective

Carl Gooding, dean, College of Business
Administration, Georgia Southern
University

Yash Gupta, dean, School of Business
Administration, University of Washington

Ernie Uhr, dean, School of Business, East
Carolina University

Female perspective

Pamela Lewis, dean, McColl School of Business,
Queens College

Donna Mottilla, director, School of Business,
Christopher Newport University

Linda Garceau, dean, College of Business, East
Tennessee State University

While we counsel students to inquire about a typical career path within an organization when they are interviewing for a job, how often do we practice what we preach in academe? Most faculty members have no grand plan to eventually step up to an administrative post sometime during their career. Teaching and research appear to be limitless on the horizon of a faculty member's peek at the future. At best, a move to another university or a desire to land an endowed professorship seem to be the extent of planning one's university career.

Those who are contemplating a move into administrative positions can benefit from the experience of this fine panel of seasoned administrators. How did they get where they are? What assignments or roles as faculty members did they find particularly useful in developing the requisite skill set to be a manager/leader? Who mentored them along the way? Is there a gender effect; that is, do women have an easier or harder path to blaze than men to become an administrator? What does it take to be successful as a department chair, associate dean, or dean? How long can one expect to be effective as an administrator before moving on or stepping down?

Higher education desperately needs to develop the next generation of academic leaders. If any of these questions spark an interest, then we welcome you to this first session of the academic administrators program. Our panel will give you their insight and experience in addressing the career path issue.

3:00 - 3:15 pm / **Coffee Break**

3:15 - 4:45 pm

"Who Wants to be a Dean?"

Moderators:

George Heitmann, Muhlenberg College
G.W. Willis, Baylor University

A favorite past time of faculty members everywhere is to speculate about the dean's motives. This leads to amazing rumors that spread like wildfire throughout the business school. Pity the poor dean who walks into the office and must address these rumors as "truth-or-myth."

For instance, truth-or-myth: "the dean has a secret pot of money to fund special travel for faculty members"? Don't miss this session as the secret of the secret pot of money is revealed!

Professors Heitmann and Willis will moderate this lively discussion, as each three-person team will alternately respond to a statement as being true or as being a myth. In addition, the team will offer its suggestions for how an administrator can help his/her faculty understand the truths or dispel the myths. Wearing their faculty caps, the moderators will offer their reactions in terms of plausibility from a faculty member's viewpoint.

4:45 - 5:00 pm

Wrap-up and future plans

Ideas for the 2001 Academic Administrator Program will be solicited from the audience and panel participants. Volunteers to help plan next year's program will also be identified. ■

Please direct all inquiries to the Academic Administrator Program Coordinator:

Ronald E. Shiffler

Western Carolina University
College of Business
Cullowhee, NC 27823
(828) 227-7401
fax (828) 227-7414
rshiffler@wcu.edu

2000 Elwood S. Buffa Doctoral Dissertation Award Competition

Professor Qiang Tu will be recognized as the winner of the Decision Sciences Institute's 2000 Elwood S. Buffa Doctoral Dissertation Award Competition at the 2000 Annual Meeting of the Decision Sciences Institute. Dr. Tu will receive a certificate and a \$1,500 cash award at the President's Luncheon in Orlando. This annual competition is jointly sponsored by Irwin/McGraw-Hill and the Decision Sciences Institute.

The 2000 Elwood S. Buffa Doctoral Dissertation Competition attracted eleven outstanding dissertations from the following schools:

- Arizona State University
- The City University of New York
- Louisiana State University
- Michigan State University – 2 submissions
- Texas A&M University
- University of Minnesota
- University of Rhode Island
- University of South Carolina
- University of Toledo
- University of Western Ontario

These dissertations examined diverse subjects within the major areas of operations management (8 submissions), information systems (2 submissions) and computer science (1 submission). They employed a variety of methodological approaches.

An outstanding group of reviewers carefully evaluated the dissertations in a double-blind evaluation process. The reviewers examined each dissertation in terms of its originality, contribution to theory, contribution to practice, quality of research design and methodology, and clarity of expression. These referees selected the top ranked dissertation to be the winner of the 2000 competition award. These individuals deserve special recognition and thanks for their hard work and contribution to the award program:

- Susan Adams, Bentley College
- Rhonda Aull-Hyde, University of Delaware
- Pamela Brown, University of Delaware
- Frank DeCaro, Georgian Court College
- Tom Foster, Boise State University
- Janelle Heineke, Boston University
- Frederick Kohun, Robert Morris College
- Christine Kydd, University of Delaware
- Keong Leong, Ohio State University
- Larry Meile, Boston College
- Mo Adam Mahmood, University of Texas, El Paso
- Albert H. Segars, University of North Carolina, Chapel Hill
- Timothy Smunt, Wake Forest University
- Keith Willoughby, Bucknell University
- Christopher Zappe, Bucknell University

Winning Dissertation

The reviewers selected Qiang Tu as the winner of the 2000 Buffa Doctoral Dissertation Competition for his manuscript entitled "Achieving Mass Customization through Technology Application and Absorptive Capacity — A Customer-Oriented Framework." The reviewers' comments suggested that the dissertation was a substantial contribution to the decision sciences, and of interest to both academics and practitioners. It was viewed as a very strong work, with an excellent integration of the literature. Dr. Tu received his degree from The University of Toledo. His dissertation advisors were T.S. Ragu-Nathan and Mark A. Vonderembse.

Nancy C. Weida
Bucknell University
Department of Management
314 Taylor Hall
Lewisburg, PA 17837
Phone: 570-577-1399
nweida@bucknell.edu

21st Annual Workshop for New Case Writers: The Art of Case-Writing

Session to be held on Tuesday, 10-11:30 AM

This 90-minute workshop's subject will be the process of case writing. Its intended audience is people who have never written a case, or who have written but never submitted one for review and/or publication. Leading the workshop will be Bill and Margaret Naumes from University of New Hampshire, and Tom Urban from Unisys Cor-

poration. All three are experienced in case writing and case teaching. By the end of the session, the participants should be prepared to start work on their own case writing projects.

The problem addressed in the workshop is the difficulty in finding good cases in many disciplines. In addition, the AACSB now recognizes case writing as a

legitimate form of research. For these reasons, conference participants may be interested in exploring the possibility of creating their own instructional cases. Even experienced case writers can benefit from sessions such as this, as it provides the opportunity to share experiences, and to

See **NEW CASE**, page 44