

■ G. Keong Leong, Management Department, University of Nevada, Las Vegas

We have several interesting articles in this issue of *Decision Line*. We open with a letter from our new president, Tom Jones of the University of Arkansas. Tom presents five strategic goals developed by the Institute for the coming year. He also discusses the various marketing and promotional activities undertaken by Terry Williams, Marketing Director for the Institute.

In his first column for *Decision Line*, Johnny Rungtunasatham outlines several ideas he is working on for the International Issues column. We should expect an upcoming column to be written by David Hollingsworth, Rensselaer Polytechnic Institute, that describes the international research DSI members have participated in or are participating in.

Rick Hesse, Pepperdine University, in his "In the Classroom" column suggests using audio Powerpoint and moving graphs as a more effective and less stressful means for students to make group presentations on quantitative case results. He provides an example set of instructions to students on how to prepare for the audio presentation. Then he discusses custom animation in Powerpoint. The use of audio Powerpoint extends well beyond the classroom as busy executives can make presentations to a department in another location without physically making the trip.

The Ecommerce column examines risk inherent in electronic commerce. First, Dennis Viehland of Massey University (New Zealand) explains the three key business risks of electronic commerce: competitive risk, transition risk, and business partner risk. Then he presents guidelines for managers to analyze the impact of critical ele-

ments in managing the business risks of an e-commerce strategy. He points out that traditional risk management techniques are equally applicable to e-commerce.

The Specialist with a Universal Mind column takes us back in time as it traces the roots of the Weiszfeld Algorithm. Andrew Vazsonyi was inspired to write the column after reading a recent article that referenced the history of the algorithm. It seems that back in 1937, Dr. Vazsonyi published a manuscript on the algorithm under the name of Endre Weiszfeld. The algorithm was rediscovered in the 1960s when researchers used it to solve the location problem. Not many people today realize that Andrew Vazsonyi and Endre Weiszfeld are one and the same person.

In his books column, Andrew Ruppel of the University of Virginia reviews three books related to forecasting. The first two reviews are of textbooks dealing with business forecasting with an emphasis on forecasting methods relevant to practicing managers. Both texts are similar except for the software employed. Wilson and Keating's book uses ForecastX™, an Excel-based software package whereas Hanke, Reitsch, and Wichern's book uses Excel spreadsheets and Minitab statistical package to forecast. The third book, *Measuring Eternity* by Martin Gorst, seeks to determine the age of the earth and the universe. The book is well written and presents an entertaining account of the efforts to date the beginning of earth.

Let's hope the events of September 11, 2001, have not discouraged us from traveling in the U.S. and globally in the summer months. Have a productive and enjoyable summer. ■



G. Keong Leong is professor and chair of the Management Department in the College of Business, University of Nevada Las Vegas. He holds a Bachelor of Engineering from the University of Malaya, an MBA and a Ph.D. from the University of South Carolina. Professor Leong has held leadership positions in Decision Sciences Institute such as at-large vice president, Doctoral Student Consortium coordinator, Instructional Innovation Award Competition coordinator, and POM track chair. He has published articles in Decision Sciences, Journal of Operations Management, Interfaces, Journal of Management, and other journals. His current research interests include international operations, operations strategy, technology management, and supply chain management. Professor Leong has co-authored two books, won teaching and research awards, and received the Educator of the Year award from the Asian Chamber of Commerce in Las Vegas.

G. Keong Leong
Management Department
University of Nevada, Las Vegas
4505 Maryland Parkway
Box 456009
Las Vegas NV 89154-6009
voice: 702-895-1762
fax: 702-895-4370
keong.leong@ccmail.nevada.edu

Decision Sciences Institute

Mission Statement

The Decision Sciences Institute is a multidisciplinary, international association dedicated to advancing knowledge and improving instruction in all business and related disciplines. To pursue this mission, the Institute will facilitate the development and dissemination of knowledge in the diverse disciplines of the decision sciences through publication, conferences, and other services.

Vision Statement

To be the premier professional organization of choice for business scholars.