

DECISION LINE

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PRESIDENT'S LETTER

It Takes All Of Us ...

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On April 1, members of the Decision Sciences Institute's Board of Directors who were elected in February formally took office. Congratulations and welcome to new members Barbara Flynn (President-Elect), Julie Kendall (Treasurer), and Karen Brown, Byron Finch, Holly Lewis, Jinichiro Nakane, Susan Pariseau, and Cliff Ragsdale (Vice Presidents), as well as to continuing members Mark Davis (Secretary), Robert Jacobs (Immediate Past President), Carol Latta (Executive Director), and Robert Andrews, Norma Harrison, Stephen Lunce, Michael Parent, Barbara Price, and Shannon Taylor (Vice Presidents). These individuals will play a critical role in the development and implementation of the Institute's future plans as the Institute faces new opportunities and challenges during the next year. For me, it is a special honor to represent you as President of the Decision Sciences Institute.

Committees: One of the responsibilities of the President-Elect is to make committee appointments. Recently, the Board of Directors approved my recommendations for the 2002-2003 committees. (Please refer elsewhere in this issue of *Decision Line* for the list of committees and their membership.) I am pleased by the number of people—some "senior members" of the Institute, others "early in their careers"—that expressed interest in serving on committees. I was able to appoint all volunteers this year to serve on a committee, although not always each person's first choice, but flexibility was encouraged and was exercised. Thank you for your commitment.

Board Of Directors Objectives: The Board of Directors recognizes the important role that the Institute's committees and elected and appointed officials play in the evolution of the Institute. The charges to these committees and officials, and their recommendations regarding these charges, provide guidance to the Board of Directors in identifying and developing the future directions of the Decision Sciences Institute (DSI).

At its meeting in April, the Board of Directors assigned specific charges for 2002-2003, which are detailed elsewhere in this issue of *Decision Line*, to committees, coordinators, and other officials. These

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charges are linked to the following five primary strategic goals that have been developed by the Institute.

Goal 1: Enhance member services and increase membership.

- 1-1 Implement Phase 1 of the Institute's Marketing Test Plan to include systems set-up and the acquisition of non-DSI names for import into database.
- 1-2 Develop an on-line renewal and new membership dues payment capability for current, lapsed, and new members.
- 1-3 Conduct an aggressive e-mail renewal and new member solicitation campaign.

Goal 2: Improve Institute use of information technology for enabling delivery of services and value to members.

- 2-1 Implement the Home Office supported on-line job placement system.
- 2-2 Ensure the transfer of the electronic submission technology and a reusable Conference Information System to the 2003, 2004 (and all future) Annual Meeting Program Chairs.

Goal 3: Promote the development and dissemination of research having educational significance and managerial relevance.

- 3-1 Implement Blackwell publication of the *Decision Sciences* journal and the *Decision Sciences Journal of Innovative Education*.

Goal 4: Promote interdisciplinary activities and the development and dissemination of innovative education, pedagogy, and curriculum.

- 4-1 Publish the first issue of the *Decision Sciences Journal of Innovative Education*.

Goal 5: Increase globalization of the Institute.

- 5-1 Establish a Mexico Region.
- 5-2 Develop the Institute's 7th International Meeting in 2003 in Shanghai.

Promoting DSI: Like all professional associations, the Decision Sciences Institute exists for its members, and the Institute's success is entirely dependent on their sup-

port and participation. DSI is an organization for all academic business disciplines, which is reflected in the recently revised 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.

The Decision Sciences Institute is dedicated to advancing knowledge in all business areas and seeks a diverse membership to accomplish its goals. In addition to *Decision Line*, an informative news publication, and our premier journal, *Decision Sciences*, we are launching a new journal in 2003, *Decision Sciences Journal of Innovative Education*, which is dedicated to issues related to innovative education in the decision sciences.

Terry Williams, Marketing Director, has undertaken the responsibility for various marketing and promotional activities for the Institute. He is developing and implementing a Marketing Plan to generate substantial increases in membership and participation over the next three to five years. The three-year goals build on a strategy that focuses on both member retention and member acquisition. This is to be accomplished by emphasizing the multidisciplinary nature of DSI and by effectively reaching present and prospective members.

Terry's plans include exploring ways to provide more services to members, building communication with current members, reconnecting with lapsed members, and obtaining new members. More on Terry's activities later.

2002 Annual Meeting: In concert with the above mission statement, the 2002 DSI Annual Meeting will provide new opportunities for the dissemination of innovation in teaching, curriculum, and scholarship. Many opportunities will be available for participants in addition to the

research paper presentations. There will be a variety of professional development activities, miniconferences, and special high-profile sessions on current and important issues. You can read more about the conference's activities in Tim Smunt's Program Chair Message elsewhere in this issue of *Decision Line*. I hope to see you at the 2002 Annual Meeting in San Diego to be held November 23-26.

To continue the success that the Institute has enjoyed in the 33 years since it was founded in 1969, then **your** role is important—this is **your** organization. Please contact me with your comments and suggestions.

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