

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

Although the summer is typically the slowest time of the year (refer to DSI President Tom Jones' letter in which he said it is now "time to hibernate"), we have a variety of articles in this issue of *Decision Line* to provide you with interesting reading material. Before proceeding further, I wish to express my appreciation to Andrew Ruppel of the University of Virginia for his service as feature editor of the "From the Bookshelf" column. Although he was scheduled to go on summer vacation, he graciously agreed to put together one last set of book reviews. We are pleased to announce that Peter Ittig, University of Massachusetts, will be replacing Andrew as feature editor. Peter has previously contributed a feature article for the "Bookshelf" column.

Tom Jones of the University of Arkansas kicks off this issue of *Decision Line* with his President's Letter. He presents developments associated with the 2002 Annual Meeting, details of the implementation of the Institute's marketing test plan by Terry Williams, Marketing Director, and the creation of an Ad Hoc Committee on Social Events to organize social events for networking and fun during the Institute's annual meeting.

In the Classroom feature, Kala Chand Seal and Zbigniew H. Przasnyski, both of Loyola Marymount University, provide a spreadsheet model of the roulette game for teaching simulation techniques and probability concepts. They use Crystal Ball (Decisioneering, Inc.), which is often packaged with operations management/management science textbooks, to execute the runs. The spreadsheet model can be easily modified to provide a variety of complexity and sophistication levels. The model should be of value to faculty interested in creating an exciting experiential learning environment for the students.

In the E-Commerce column, Cynthia K. Riemenschneider and Vicki McKinney of the University of Arkansas present the findings of an empirical study on Web-based e-commerce of small business firms. The article discusses the advantages and disadvantages, as well as the barriers perceived by small business executives who

are considering the adoption of e-commerce.

In the "Specialist with a Universal Mind" column, Andrew Vazsonyi views the publication of the *Encyclopedia of Operations Research and Management Science* as a "defining moment in our intellectual history." Andrew explains that the encyclopedia is more than a "comprehensive overview of the wide range of ideas, methodologies, and synergistic forces that combine to form the pre-eminent decision-aiding fields of operations research and management science"; it's something you show your friend who wants to know what a management scientist does.

Andrew Ruppel of the University of Virginia reviews three books dealing with time, distance, and direction. *Light Years & Time Travel* focuses on man's fascination with light. *The Riddle of the Compass* traces the roots of the compass and how the compass was used to improve trade. *Inner Navigation* shows how humans utilize mental and cognitive maps to navigate in the physical world.

Enjoy the rest of the 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.

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