

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

In collaboration with the Publications Committee, we recently reviewed *Decision Line* feature columns and came up with a list of recommendations that were approved by the Institute's Board of Directors. The workshop coordinator of the 2002 Regional Strategic Planning Workshop suggested introducing a new feature entitled "Deans' Perspective," where deans of various institutions will be invited to write on topics of value to Institute members. If you are interested in serving as a feature editor of this column, please contact me via email.

In the future, the Production/Operations Management feature column will no longer be focused on one discipline/area, but represent a range of articles. This is appropriate given the multidisciplinary nature of the Institute's members and mission. Another enhancement will be the posting of files (Microsoft Word, Excel, or PowerPoint) related to the feature article on the Web site. For example, the feature "Virtual Roulette Spreadsheet: A Teaching Tool," by Professors Kala Chand Seal and Zbigniew H. Przasnyski, Loyola University (*Decision Line*, July 2002) contains several examples of spreadsheet models.

"Many times there are files that go with the article, and the snapshots of the templates don't always communicate all the fine points," said Professor Rick Hesse, feature editor for the "In the Classroom" column.

We feel that readers interested in implementing these models will greatly benefit if the spreadsheet files are attached to the article on the web. In addition, we will be introducing a "Letters to the Editor" column, which provides a forum for members to express their opinions, discuss issues of concern, and make philosophical statements related to the Institute. All contributions may be shortened and are subject to editing. The contributor's full name will not be withheld for any reason.

In this issue, Professor Tom Jones of the University of Arkansas outlines the achievements of the organization over the past year in his farewell letter as president of the Decision Sciences Institute. In the International Issues column, Professor Arnoud De Meyer of INSEAD discusses the strategic challenges of graduate business

schools. He lists several challenges: oversupply in traditional business education, market sensitivity of business schools, and internationalization of business programs. In the article, he offers four basic strategies in the internationalization process and provides an evaluation of the implementation of the INSEAD Singapore campus.

Professor Ram Narasimhan, Michigan State University, in the Research Issues column, reports on the status of the journal and the changes in editorial philosophy he will be making in his second term as the editor of *Decision Sciences*. He proposes that *Decision Sciences* welcome and encourage manuscript submissions in the three principal areas in which it is considered a top-tier academic journal: Operations Management, Management Science/Quantitative and Statistical Analysis, and Information Systems. He outlines the type of articles and methodologies for each of the three focus areas suitable for publication in the journal.

In the E-Commerce column, Professor Julie E. Kendall, Rutgers University, shares her experience researching the ecommerce challenges of small regional theatres in the South Jersey area. She explains that internal site navigation is a measure of distance, and ecommerce developers use the two-click rule (i.e., customers can access anything on the website with no more than two clicks of the mouse). Her recommendation is for the South Jersey theatres to form strategic alliances by providing links to one another's website. The theatres can derive significant benefits from the creation of a regional identity on the Web.

We close with the From the Bookshelf feature. Professor Jeffrey M. Keisler, University of Massachusetts, reviews *Negotiation Analysis: The Art and Science of Collaborative Decision Making* by Howard Raiffa, John Richardson, and David Metcalfe. A "Q&A" with Professor Raiffa explains the theoretical context and intended impact of the book. In addition, a framework for analyzing research problems in the area of negotiation analysis is outlined. According to Raiffa, the book "will help negotiators and interveners deal with the analytical side of the ledger but be sensitive to the softer aspects as well." ■



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 Uni-

versity 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.