

# DECISION LINE

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## Congratulations to Newly Elected 2003-04 DSI Officers



**PRESIDENT-ELECT**

Gary L. Ragatz, *Michigan State University*

**SECRETARY**

Nada R. Sanders, *Wright State University*

**AT-LARGE VICE PRESIDENTS**

Soumen Ghosh, *Georgia Institute of Technology*

David L. Olson, *University of Nebraska-Lincoln*

Nancy C. Weida, *Bucknell University*

**SOUTHEAST REGIONALLY-ELECTED VICE PRESIDENT**

William B. Carper, *University of West Florida*

**SOUTHWEST REGIONALLY-ELECTED VICE PRESIDENT**

Michael E. Hanna, *University of Houston-Clear Lake*

**WESTERN REGIONALLY-ELECTED VICE PRESIDENT**

Paul M. Mallette, *Colorado State University*

The tabulation of the ballots was conducted and audited by DATAMATX, Atlanta, Georgia. See page 37 for more information on the new officers. ■



**PRESIDENT'S LETTER**

## How Do You Say Good-Bye?

Tom Jones, *University of Arkansas*

This past year has been a privilege and a pleasure—a special honor—for me to represent you as President of the Decision Sciences Institute. It has been a year with opportunities, challenges, and successes; a year that has passed very quickly.

On April 1, **Barbara Flynn** ascends to the Institute's Presidency and newly elected members of the Board of Directors formally take office. Congratulations and welcome to new members **Gary Ragatz** (President-Elect), **Nada Sanders** (Secretary), and **William Carper**, **Soumen Ghosh**, **Michael Hanna**, **Paul Mallette**,

See **PRESIDENT'S LETTER**, page 35

## Inside This Issue

### FEATURES

<b>From the Editor.</b> <i>Decision Line</i> Editor Keong Leong provides an overview of 34(2) feature articles.	<b>3</b>
<b>International Issues.</b> "Strategic Issues Facing Business Schools," by Arnoud De Meyer, INSEAD, Singapore.	<b>4</b>
<b>Research Issues.</b> "Decision Sciences Journal Update and Editorial Philosophy," by Ram Narasimhan, Michigan State University.	<b>10</b>
<b>Ecommerce.</b> "E-distance and the Theatres of South Jersey," by Julie E. Kendall, Rutgers University.	<b>13</b>
<b>From the Bookshelf.</b> "Collaborative Decision Sciences," by Jeffrey M. Keisler, University of Massachusetts, Boston.	<b>16</b>

### SPECIAL REPORTS

<b>Future DSI Meetings</b>	<b>11</b>
<b>Board of Directors Report</b>	<b>12</b>
<b>Alpha Iota Delta</b>	<b>19</b>
<b>Decision Sciences Journal of Innovative Education</b>	<b>20</b>
<b>DSI 7th International Conference</b>	<b>21</b>
<b>2003 Program Chair's Message</b>	<b>24</b>
<b>Annual Meeting Professional Activities</b>	<b>27</b>
<b>Newly Elected 2002-03 DSI Officers</b>	<b>38</b>
<b>DSI Fellows</b>	<b>39</b>

### DEPARTMENTS

<b>Names in the News</b>	<b>9</b>
<b>Announcements</b>	<b>23</b>
<b>Marketplace</b>	<b>34</b>
<b>Calendar</b>	<b>40</b>

David Olson, and Nancy Weida (Vice Presidents). Continuing members are Julie Kendall (Treasurer), Carol Latta (Executive Director), and Karen Brown, Byron Finch, Holly Lewis, Jinichiro Nakane, Susan Pariseau, and Cliff Ragsdale (Vice Presidents). These individuals will play a critical role in the development and implementation of the Institute's future plans.

In my first President's Letter, I noted the important role that the Institute's committees and elected and appointed officials play in the evolution of the Institute. Each year, at the beginning of its term of office, the Board of Directors prepares charges to these committees and officials. Their recommendations regarding these charges provide guidance to the Board of Directors in identifying and developing the future directions of the Decision Sciences Institute.

At its meeting last April, the Board of Directors assigned specific charges for 2002-2003 to committees, coordinators, and other officials. These charges were linked to the following five primary strategic goals 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.

IN THE PAST YEAR, much success has been achieved in fulfilling these goals, although much work lies ahead as some ideas remain in the formulation stage. Some of the Institute's most important work has been done by members of numerous committees. In December 2002, the chair of each committee submitted a report that responds to its charges and provides recommendations for consideration by the Board of Directors. At the board meeting in January 2003, these recommendations were reviewed and subsequently served as the basis of actions by the Board and of charges for the ensuing year.

Among the Institute's accomplishments during 2002-2003 that I want to mention in my final President's Letter are the following highlights:

★ Revision of the Institute's 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.*

- ★ Contract signed with Blackwell Publishing, Inc. to publish the Institute's journals
- ★ First issue of *Decision Sciences Journal of Innovative Education*, the Institute's journal which is dedicated to issues related to innovative education in the decision sciences, went to press
- ★ Received funds from **Rodger Collons** to establish the DSI/Alpha Iota Delta endowment
- ★ Began to study and gather information on how to establish a Decision Sciences endowment fund
- ★ Reviewed and approved a proposal to form a "Decision Sciences endowment" fund
- ★ Conducted 2002 Best Case Studies Award Competition (Chair, **Morgan Swink**)
- ★ Recommendations by the 2002-2003 Development Committee for Excellence in the Decision Sciences (Chair, **Lee Krajewski**)—based on an analysis of the strengths, weaknesses, opportunities, and threats (SWOT) of the Institute—were reviewed and evaluated at the March meeting of the Executive Committee and the Strategic Planning Committee (The analysis and prioritization of the Institute's goals for 2003-2004 will be submitted to the Board of Directors for final review and approval in April.)
- ★ Doctoral Student Affairs Committee (Chair, **Lori Franz**) continued to identify issues of importance to doctoral students, current trends in doctoral education, and impacts on the Institute's programs as inputs to consortia planning, *Decision Line* columns, and other doctoral development activities
- ★ **George Benson** (Chair, Fellows Committee) organized the special Fellows session entitled "The Future of U.S. Business Schools" for the 2002 Annual Meeting
- ★ Information Technology Committee (Chair, **Sub Samaddar**) made excellent overall progress on implementing "The Information Technology Roadmap", including redesigning the DSI website, improvements to membership information systems, and enhancements to the job placement services

- ★ Conducted the 2002 Instructional Innovation Award Competition (Chair, **Rebecca Duray**)
- ★ Approved an increased monetary award for the finalists in the Instructional Innovation Award Competition
- ★ Investment Advisory Committee (Chair, **Barbara Flynn**) reallocated some Institute's current investments, after considering various investments and strategies
- ★ Member Services Committee (Chair, **Scott Shafer**) used an on-line membership survey to assess members' interests and perceptions of the Institute so it may better serve you in the future (Tabulations and analyses of the survey results are incomplete at press time.)
- ★ Approved recommendations from the Programs and Meetings Committee (Chair, **Rhonda Lummus**) to make E-Business and Supply Chain Management permanent core tracks and to rename the Quality and Productivity track as Quality
- ★ San Antonio and Phoenix selected as annual meeting sites for 2006 and 2007, respectively
- ★ Strategic Planning for International Affairs Committee (Chair, **Robert Markland**) reviewed preliminary potential sites for 2005 international meeting (Barcelona, Spain; Vienna, Austria; Calgary, Canada; and India)
- ★ Developed plans for Seventh International DSI Conference in Shanghai, People's Republic of China (July 2003)
- ★ Ad Hoc Committee for Collegiate Chapters (Chair, **Paul Mallette**) investigated the feasibility of implementing Collegiate Chapters (A short article seeking input from the membership on the issue of developing Collegiate Chapters will appear in *Decision Line*.)
- ★ Two new social events for networking opportunities and fun—"Cruisin' Cuisine" (an evening dinner cruise) and "Dine Around" (dinner at restaurants in the Gaslamp Quarter)—were organized by the Ad Hoc Committee on Social Events for the 2002 Annual Meeting (Co-Chairs, **Norma Harrison** and **Rhonda Lummus**)
- ★ Conducted the 2002 Doctoral Dissertation Award Competition (Coordinator, **Vijay Kannan**)
- ★ Hosted an extremely successful Doctoral Student Consortium (Co-Coordinators, **Basheer Khumawala** and **Larry Ritzman**)
- ★ Hosted a strong New Faculty Development Consortium (Co-Coordinators, **Nancy Lea Hyer** and **Urban Wemmerlöv**)
- ★ **Tim Smunt** (2002 Annual Meeting Program Chair) implemented a web-based paper submission process and introduced the option of submitting refereed research papers or non-refereed research abstracts for the 2002 Annual Meeting
- ★ Offered LCD projectors, sponsored by SAP, in each presentation room for the 2002 Annual Meeting
- ★ **Mark Davis** (2003 Annual Meeting Program Chair) conducted a Program Committee Planning Meeting for the 2003 Annual Meeting
- ★ **Ken Kendall** (2004 Annual Meeting Program Chair) conducted a Visionary Meeting for the 2004 Annual Meeting
- ★ **Terry Williams** (Marketing Director) completed Phase One of the Marketing Plan, which focused on testing communication with current and lapsed members and contact with prospective members through letters mailed to Western regional members and e-mails to POMS members, and the ability to provide on-line membership renewal/recruitment system
- ★ Approved a design and system implementation proposal for Phase Two of the Marketing Plan, primarily to consist of the development and implementation of the promotional database, the e-mail management system, the automated credit card acceptance function, the regional database acquisitions, and the database acquisitions from other professional organizations
- ★ Approved the 2003 Regional Strategic Planning Workshop to be conducted by **Stephanie Robbins**, **Ron Zigli**, and **Terry Williams**
- ★ **Keong Leong** (*Decision Line* Editor) undertook a thorough review of the *Decision Line* features
- ★ Developed web-based Job Placement System with capabilities for web-based submission process for applicant/position listings (as opposed to the old hardcopy and electronic mail submission process), submission of applicant/position listing at any time, removal of applicant/position listing once job is obtained/filled, and continuous year-round functionality (Coordinator, **Gerard Campbell**)
- ★ Participated in the collaboration with the SAP 2003 Innovation Congress
- ★ Allotted a block of time and rooms during 2003 Annual Meeting in Washington, D.C. for regions to host receptions after the program sessions end on Sunday
- ★ Approved regional bylaw changes with regard to the new *Guidelines for Regional Financial Management*
- ★ **Barbara Flynn** was selected Fellow of the Decision Sciences Institute
- ★ **Michael Showalter** was presented the Dennis E. Grawoig Distinguished Service Award
- ★ **Robert Markland** completed three terms as Global Development Coordinator
- ★ **Benito Flores** was appointed to serve as Global Development Coordinator
- ★ **Scott Shafer** completed two terms as Member Services Coordinator
- ★ **Gary Hackbarth** was appointed to serve as Member Services Coordinator

I close by recognizing a few special folks who provided valuable assistance to me. First, I am grateful to elected members of the 2002-2003 Board of Directors (**Robert Andrews**, **Karen Brown**, **Mark Davis**, **Byron Finch**, **Barbara Flynn**, **Norma Harrison**, **Robert Jacobs**, **Julie Kendall**, **Holly Lewis**, **Stephen Lunce**, **Jinichiro Nakane**, **Michael Parent**, **Susan Pariseau**, **Barbara Price**, **Cliff Ragsdale**, and **Shannon Taylor**). Thanks for the dedicated positive attitude.

At the University of Arkansas, I express appreciation to my ISYS colleagues who have given their unwavering support, **Fred Davis** (Chair, ISYS Department), and **Doyle Williams** (Dean, Sam M. Walton College of Business). Fred and Doyle, I thank you immensely; your support and encouragement are truly appreciated.

Also, thank you to **Sandra Storrod** (Membership Services & Accounting Supervisor) and **Hal Jacobs** (Publications Coordinator) at the DSI Home Office, to **Carol Latta** (DSI Executive Director)—the glue that holds us together, and to **Susan**, my

home office staff. The guidance from Carol is priceless (for everything else you can use MasterCard). Finally, I thank each of **you** for your commitment and contributions to the Decision Sciences Institute.

To continue the success that the Institute has enjoyed in the 34 years since it was founded in 1969, then **your** role is impor-

tant—this is **your** organization. Please contact me with your comments and suggestions.

Ut Prosim,  
Tom

**Ut Prosim**  
(That I May Serve)

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## Thanks to 2002-2001 Committee Chairs and Coordinators . . .

- Alpha Iota Delta Liaison Committee Chair  
**Janelle Heineke**  
*Boston University*
- Case Studies Committee Chair  
**Morgan L. Swink**,  
*Michigan State University*  
Chair-Designate:  
**E. Powell Robinson**,  
*Texas A&M University*
- Development Committee for Excellence in the Decision Sciences Chair  
**Lee J. Krajewski**,  
*University of Notre Dame*
- Doctoral Student Affairs Committee Chair  
**Lori S. Franz**,  
*University of Missouri - Columbia*
- Executive Committee Chair  
**Thomas W. Jones**  
*University of Arkansas*
- Fellows Committee Chair  
**P. George Benson**,  
*University of Georgia*
- Information Technology Committee Chair  
**Subhashish (Sub) Samaddar**,  
*Georgia State University*
- Innovative Education Committee Chair  
**Rebecca Duray**,  
*University of Colorado at Colorado Springs*  
Chair-Designate: **Robert P. Minch**,  
*Boise State University*
- Investment Advisory Committee Chair  
**Barbara B. Flynn**  
*Wake Forest University*
- Member Services Committee Chair  
**Scott M. Shafer**  
*Wake Forest University*
- Nominating Committee Chair  
**F. Robert Jacobs**  
*Indiana University*
- Programs and Meetings Committee Chair  
**Rhonda Lummus**  
*Iowa State University*
- Publications Committee Chair  
**Ram Narasimhan**  
*Michigan State University*
- Regional Activities Committee Chair  
**Barbara B. Flynn**  
*Wake Forest University*
- Strategic Planning Committee Chair  
**Thomas W. Jones**  
*University of Arkansas*
- Strategic Planning for International Affairs Committee Chair  
**Robert E. Markland**  
*University of South Carolina*
- Ad Hoc Committee for Collegiate Chapters Chair  
**Paul Mallette**  
*Colorado State University*
- Ad Hoc Committee on Social Events for the 2002 Annual Meeting Co-Chairs  
**Norma J. Harrison**  
**Macquarie University**  
**Rhonda Lummus**  
*Iowa State University*

## . . . and Thanks to 2002-03 Outgoing Board Members.

- Past President  
**F. Robert Jacobs**  
*Indiana University*
- Secretary  
**Mark M. Davis**  
*Bentley College*
- Vice President  
**Robert L. Andrews**  
*Virginia Commonwealth University*
- Vice President  
**Norma J. Harrison**  
*Macquarie University*
- Vice President  
**Stephen E. Lunce**  
*Texas A&M International University*
- Vice President  
**C. R. Michael Parent**  
*Utah State University*
- Vice President  
**Barbara A. Price**  
*Georgia Southern University*
- Vice President  
**Shannon V. Taylor**  
*Montana State University*
- Global Development Coordinator  
**Robert E. Markland**  
*University of South Carolina*
- Member Services Coordinator  
**Scott M. Shafer**  
*Wake Forest University*