

# DECISION LINE

Vol. 34, No. 3

May 2003



## PRESIDENT'S LETTER

### Looking to the Future

Barbara B. Flynn, Wake Forest University

I am proud and humbled to be assuming the position of President of the Decision Sciences Institute and will do my best to serve the organization well. Please join me in congratulating the newly elected officers of DSI, who took office on April 1: Gary Ragatz, President-Elect; Nada Sanders, Secretary; At-Large Vice Presidents Soumen Ghosh, David Olson, and Nancy Weida; and Regionally-Elected Vice Presidents Bill Carper (Southeast), Mike Hanna (Southwest), and Paul Mallette (Western). We have a great Board of Directors, and I am looking forward to serving with them.

The Board of Directors has set several ambitious goals for 2003-2004. First is to continue to enhance the value of membership in the Decision Sciences Institute. Our member survey has indicated that one of the top reasons for members to belong to the Institute is the opportunities that it provides for interacting with colleagues and networking. We will continue to develop new activities to facilitate interaction and networking. One of the most interesting is the addition of regional receptions on Sunday night during the annual meeting. These will provide the opportunity to connect with others from the same region, learn more about regional activities, and perhaps get lined up with dinner companions. Another source of value to the members is professional development activities. Although we have always offered some professional development activities during the annual meeting, we hope to really step up our emphasis on professional development activities with the initiation of a new professional development program director position.

The second goal of the Institute for 2003-2004 is to continue to promote the development and dissemination of research having significance and relevance. We will continue to focus strongly on research through the publication of *Decision Sciences* and *Decision Sciences Journal of Innovative Education*. Our recent partnership with Blackwell Publishing will allow greater dissemination of these journals around the world through electronic publishing consortia. In

See **PRESIDENT'S LETTER**, page 37

## Inside This Issue

### FEATURES

<b>From the Editor.</b> <i>Decision Line</i> Editor Keong Leong provides an overview of 34(3) feature articles.	<b>3</b>
<b>International Issues.</b> "The Asian Pacific Institute of Decision Sciences: An International Perspective," by Don Kerr, Griffith University, Australia.	<b>4</b>
<b>In the Classroom.</b> "Dollar Volume Discounts and Nonlinear Programming Quantity Discounts," by Rick Hesse, Pepperdine University.	<b>8</b>
<b>Ecommerce.</b> "Open Source Software—As Good As It Gets," by Sameer Verma, San Francisco State University.	<b>12</b>
<b>Specialist with the Universal Mind.</b> "Which Door has the Cadillac?: Part II," by Andrew Vazsonyi, University of San Francisco.	<b>15</b>
<b>From the Bookshelf.</b> "Is Six Sigma a Fad or a Revolution?," by Frenck Waage, University of Massachusetts, Boston.	<b>18</b>

### SPECIAL REPORTS

<b>Board of Directors Report</b>	<b>7</b>
<b>Decision Sciences Journal Editorship Vacancy</b>	<b>20</b>
<b>DSI 7th International Conference</b>	<b>21</b>
<b>2003 Program Chair's Message</b>	<b>30</b>
<b>Annual Meeting Professional Activities</b>	<b>32</b>
<b>2003-04 DSI Committees</b>	<b>38</b>
<b>2003-04 Board Objectives</b>	<b>42</b>

### DEPARTMENTS

<b>Names in the News</b>	<b>6</b>
<b>Announcements</b>	<b>29</b>
<b>Marketplace</b>	<b>37</b>
<b>Calendar</b>	<b>48</b>

addition, our international, national, and regional conferences will continue to focus on dissemination of research, as well as opportunities to meet with colleagues with similar research interests.

Our third goal is to promote the development and dissemination of innovative education, pedagogy, and curriculum. We will continue the Institute's focus on innovative education through the Instructional Innovation Award Competition during the annual meeting, the publication of *Decision Sciences Journal of Innovative Education*, and other sessions during the conference that focus on innovative education.

The fourth goal of the Institute for 2003-2004 is to improve the Institute's use of information technology for enabling the delivery of services and value to members. Although this has been a strong focus of the Institute for several years, there are still continuing opportunities to address this issue. Strategies include hiring a part-time information technology systems manager/webmaster, establishing an interface between the information technology systems manager/webmaster and the Information

Technology Committee to continue to work on implementation of the Institute's IT roadmap, pursuing the development of a reusable conference information management system, and continuing improvement of the DSI website to make it more user-friendly and simpler to navigate.

Fifth is to increase membership. Although our decline in membership has bottomed out, the goal now is to aggressively work to increase membership in the Institute. This will be accomplished through implementation of Phase Two of the Institute's marketing plan, under the leadership of Terry Williams, marketing director. Extensive databases of prospective members have already been developed, as well as e-mail capabilities to targeted groups. In the next year, we will conduct an aggressive e-mail renewal and new membership solicitation campaign.

Sixth is the promotion of interdisciplinary activities. Part of what makes DSI different from other professional organizations is that it has always focused on interdisciplinary activities. Specific strategies include the creation of interdisciplinary activities during

the annual meeting, as developed by the Professional Development Program director, and inclusion of a session at the annual meeting based on the best interdisciplinary papers from *Decision Sciences Journal of Innovative Education*.

Our final goal of 2003-2004 is to increase globalization of the Institute. This will include finalizing plans for the formation of a Mexico Region, investigating sites for the 2005 International Meeting, investigating the development of a European region, and investigating potential partnerships with international organizations.

As you can see, this will be an exciting year for the Institute, which continues to grow and explore new opportunities. I am looking forward to working with the Board of Directors to make these plans a reality and better serve the members of the Institute. ■

**Barbara Flynn**

Wake Forest University  
Babcock Graduate School of Management  
Box 7659/Reynolda Station  
Winston-Salem, NC 27109-7659  
(336) 758-3672/fax: (336) 758-4514  
barb.flynn@mba.wfu.edu

## MARKETPLACE

### UNIVERSITY OF NEW HAMPSHIRE Whittemore School of Business and Economics Tenure Track Position in Operations Management

The Whittemore School of Business and Economics invites applications for one tenure-track position in Operations Management at the Assistant Professor level in the Decision Sciences Department beginning Fall Semester 2004. The position will have responsibility for teaching both required and elective graduate and undergraduate courses in various OM areas such as manufacturing and resource management (including APICS CPIM certification), supply chain management, quality management, and management of technology and innovation. Applicants with an appropriate doctoral degree by August 2003 will be given preference. Strong research interests in operations management and training in statistics, management science and/or information systems/technology are preferred. Applicants should submit

a complete resume, all graduate transcripts, three letters of reference (at least one should address teaching proficiency), and sample evidence of research activity to Search Committee, Whittemore School of Business and Economics, McConnell Hall, Box OM, 15 College Road, Durham, NH 03824-3593. Application review will begin July 1, 2003 and continue until the position is filled. The School is AACSB accredited.

The Whittemore School of Business and Economics is located on the main campus of the University of New Hampshire in Durham. The campus is located on the edge of Great Bay with the ocean just ten miles to the east. Boston, with its rich academic resources, is located seventy miles south and the White Mountain National Forest is fifty miles to the north.

UNH is an affirmative action, equal opportunity employer committed to excellence through diversity in its faculty and staff. UNH does not discriminate in recruitment, selection and employment on the basis of race, color, religion, sex, age, national origin, sexual orientation, disability, veteran's status or marital status.

### WESTERN NEW ENGLAND COLLEGE School of Business

The School of Business at Western New England College has a tenure-track faculty position to teach Management courses with a focus in the area of Strategic Management. The position is available Fall, 2003. A Ph.D. in Business Administration with specialization in strategic management is required. ABD will be considered. Research is expected and supported. The School has scheduled its team visit for AACSB accreditation for the Fall, 2003. A strong student orientation and excellent communication skills are required. Although we are primarily a teaching institution, intellectual contribution activities such as refereed publications are strongly encouraged and supported. Send letter, vita, and the names of six references with addresses and telephone numbers to: Dr. Stanley Kowalski, Jr., Dean, School of Business, Western New England College, 1215 Wilbraham Road, Springfield, MA 01119. Applications will be accepted until position is filled. Western New England College is an Equal Opportunity Employer. ■