

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

In this issue of *Decision Line*, Professor Barbara Flynn, Wake Forest University, presents a list of accomplishments of the organization over the past year in her farewell letter as president of the Decision Sciences Institute. Of particular interest is the increasing globalization effort of the Institute, with the formation of the Mexico region in the final stages. It has been announced that the 2005 International Meeting will be in Barcelona, Spain.

Professor Paul C. Nutt, Ohio State University, one of the finalists in the 2003 Instructional Innovation Award Competition, was invited to submit an article "Strategic Management of Emerging Markets" for *Decision Line*. The course, which was an elective for undergraduate honors students, involved travel to Mexico and addressed "the need for a better understanding of the emerging global economy and its implications for managers and management." Selected student comments indicate that "the class provides great balance between the cultural experience and the professional one, excellent exposure to multinationals, emerging markets, and doing business in Mexico, solidified case writing and speaking skills, gave great exposure to international business NAFTA and the realities of global trade, and the opportunity to see the companies studied first hand."

In his article "Coming to America . . . Without Eddie Murphy," Professor Mark Barratt, Arizona State University, discusses the reasons for making the move from England to the U.S. and the challenges that he and his family faced since their arrival in the U.S. These challenges included buying a house, obtaining a Social Security number, learning about the health care system, and completing tax returns. He also provides recommendations and advice for overcoming these challenges.

Professor Rick Hesse, Pepperdine University, explains how he was able to reduce the size of a Linear Programming spreadsheet model and yet provide the useful information from a bounded variable simplex code simply by writing the bounds constraints "backwards" and care-

fully configuring the bounds constraints when using the Frontline Systems' Solver, which is included in Microsoft Excel.

In the Research Issues Column, Professors Fred Mills, Bowie State University, and Jagannathan Iyengar, North Carolina Central University, present an intelligent agent case study carried out at NASA-GSFC (Greenbelt) Advanced Architecture Branch in 2001. The study describes how a simple Belief, Desire, and Intention (BDI) first order logic was applied to a complex set of agent functions for a community of intelligent nano-spacecraft.

In the Deans' Perspective column, Professor Cynthia V. Fukami, University of Denver, discusses the concept of the scholarship of teaching and learning (SOTL), which acknowledges that teaching can be an integral part of faculty scholarship. She suggests that by formally incorporating SOTL into a faculty performance system, institutions have the potential to encourage and reward faculty members for both great teaching and great research.

Finally, Professor Kenneth J. Klassen, Brock University (Canada), reviews three textbooks on service management: *Service Management: Operations, Strategy, Information Technology* (4th ed.), by James A. Fitzsimmons & Mona J. Fitzsimmons; *Managing Services: Using Technology to Create Value*, by Mark M. Davis & Janelle Heineke; and *Successful Service Operations Management*, by Richard Metters, Kathryn King-Metters, and Madeleine Pullman. His review indicates that all three texts cover the major components of a service management course but show differences in their approach and specific topics covered. ■



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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.

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