

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

We extend a warm welcome and offer best wishes to Professor Thomas E. Callarman, Arizona State University, as he assumes the Institute's presidency. His opening letter outlines three major goals and subgoals recommended by the Board for the coming year: "Enhance the value of membership in the Decision Sciences Institute and increase member satisfaction; Improve communication; and Enhance globalization of the Institute."

Professor Natalie Simpson, University at Buffalo (SUNY), the winner of the 2004 Instructional Innovative Award Competition, was invited to submit her article "Educational Automation: Creating Case Study Challenges for Large Enrollment Classes" for *Decision Line*. She coined the phrase "educational automation" to describe the deliberate partial automation of an educational process associated with very large classes. She developed two "auto cases," *Native Sun* and *Fine Wine Rack*, to enhance the teaching of operations management in large undergraduate classes. The use of "auto cases" is easily adaptable to other large section courses.

Professor J. P. Shim, Mississippi State University, presents eight reasons why Japan and Korea are leading the wireless network technologies sector. Japan's NTT DoCoMo, a leader in wireless technology, is the first to introduce the world's 3G (third generation) mobile services. In addition, Japan and Korea are the two countries with the highest per capita penetration rate of cellular phones and mobile services in the world. One of the most important reasons cited is the government's commitment and push for information technology strategy and long-term goals to advance the cellular mobile industry in those countries.

Achieving initial AACSB accreditation has been described as a daunting experience. In the Deans' Perspective column, Dean Edward J. Schoen, College of Business at Rowan

University, and Professor Edith Rusch of the University of Nevada Las Vegas, identified several critical factors for achieving initial AACSB accreditation. Institutions looking to legitimize their business program through AACSB accreditation might learn from Rowan University's experience.

Finally, Professor Larry Meile, Boston College, reviews five leading textbooks suitable for an introductory course in operations management: *Operations Management: An Integrated Approach*, Dan Reid & Nada Sanders, John Wiley and Sons, 2005; *Operations Management: Integrating Manufacturing and Services*, Mark Davis & Janelle Heineke, McGraw Hill/Irwin, 2004; *Operations Management*, William Stevenson, McGraw Hill/Irwin, 2004; *Operations Management: Processes and Value Chains*, Lee Krajewski & Larry Ritzman, Pearson Prentice Hall, 2004; *Operations Management – Flexible Version*, Jay Heizer & Barry Render, Pearson/Prentice Hall, 2005. His conclusion is that each of the texts is best suited to a course depending on "how well it fits with the course you wish to teach."

Have a great time for those traveling to Barcelona, Spain for the 2005 DSI International Meeting and to Taipei, Taiwan for the Asia Pacific DSI meeting. For all others, have a productive and enjoyable summer. ■



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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.

### 2005 DSI Annual Meeting Website Links

Online Conference Registration:  
[www.decisionsciences.org/  
annualmeeting/public/  
registernow.asp](http://www.decisionsciences.org/annualmeeting/public/registernow.asp)

Online Hotel Reservations:  
[dmsweb.moore.sc.edu/dsi2005/  
hotelreg.htm](http://dmsweb.moore.sc.edu/dsi2005/hotelreg.htm)

For more information & links on  
the annual meeting:  
[www.dsi2005.org/](http://www.dsi2005.org/)