

## NAMES IN THE NEWS

**CAROL LATTA, Executive Director, Decision Sciences Institute**



**Eldon Y. Li**, Professor and Dean of College of Informatics at Yuan Ze University, Taiwan, has recently been appointed the University Chair Professor by National

Chengchi University (NCCU), Taiwan. He is on leave from California Polytechnic State University, San Luis Obispo. The College of Commerce at the NCCU is the largest and oldest business school in Taiwan, consisting of 150 full-time faculty members. Eldon was the conference chair for Asia Pacific Decision Sciences Institute Conference held at the Grand Hotel in Taipei, Taiwan, during June 28-July 2, 2005. [eli@calpoly.edu](mailto:eli@calpoly.edu)

**Jonathan Linton**, Rensselaer Polytechnic Institute (Troy, NY), has been appointed the editor-in-chief of *Technovation: the International Journal of Technological Innovation, Entrepreneurship and Technology Management*. *Technovation* is listed on the Science Citation Index. [linton@rpi.edu](mailto:linton@rpi.edu)



**Manoj K. Malhotra**, University of South Carolina, has been named the Jeff B. Bates Professor at the Moore School of Business, effective August 16, 2005. Manoj

has been the chairman of the Management Science department at the Moore School of Business since 2000, and is the first endowed chair holder in that department in the school's long history. He is active in research and professional organizations, and is the program chair for the upcoming 36<sup>th</sup> Annual Meeting of the Decision Sciences Institute in San Francisco. [malhotra@sc.edu](mailto:malhotra@sc.edu)



**Timothy L. Smunt**, professor of management at Wake Forest University's Babcock Graduate School of Management, has been named an American

Council on Education Fellow for academic year 2005-06. The ACE Fellows Program is

designed to strengthen institutions and leadership in American higher education by identifying and preparing promising senior faculty and administrators for responsible positions in college and university administration. Forty fellows, nominated by presidents or provosts of their institutions, were selected this year in a national competition. Smunt will be serving his fellowship at the University of Chicago under the guidance of its university president, provost and vice president of administration/CFO. Founded in 1918, ACE is the nation's largest higher education association, representing more than 1,600 college and university presidents and more than 200 related associations nationwide. It seeks to provide leadership and a unifying voice on key higher education issues and influence public policy through advocacy, research and program initiatives. [tim.smunt@mba.wfu.edu](mailto:tim.smunt@mba.wfu.edu)

Carol Latta, Feature Editor  
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### In Memoriam

**Max S. Wortman, Jr.**

**December 15, 1932 - March 25, 2005**



**Max Wortman** was truly one of the great professors in the decision sciences. More than his extensive service, offices in professional organizations, honors and awards, his greatest contributions were to his peer, colleagues, students and friends. A Fellow of DSI, Max was also President of the Academy of Management, first editor of the *Academy of Management Review*, President of the U.S. Association for Small Business and Entrepreneurship, President of the North American Case Research Council and Fellow of the Academy of Management, U.S. Association for Small Business and Entrepreneurship and the Southern Management Association. He was

awarded the first Distinguished Service Award of the Academy of Management, as well as the first Distinguished Service Award for the Institute for Certified Professional Managers. He published more than

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150 refereed journal articles and nine books, most recently in the areas of strategic management, rural entrepreneurship and family owned businesses. He was the recipient of the Max S. Wortman, Jr., Lifetime Achievement Award for Entrepre-

neurship, presented by the U.S. Association for Small Business and Entrepreneurship, and honor that was particularly meaningful to him as it was named in his honor. Max was also very active in civic and religious organizations, serving as a member of the City of Ames Board of Review, Ames Public Relations Commission, Ames Commission on the Arts and a Republican precinct chair. He was a member of Collegiate Presbyterian Church, where he served on various committees.

Perhaps more importantly, Max was a wonderful colleague and friend. He took his role as a mentor to younger faculty very seriously, and several generations of faculty mem-

**WORTMAN**, see page 52

## On the Passing of Elwood S. Buffa

There is no minimizing the influence that Elwood S. Buffa (El) had on the profession and professors of operations management. Prior to El, operations (actually production) management textbooks featured the paperwork and forms used by companies to execute work in the factory. These books often included pictures of the form that a particular company used to release a job to the shop, the paper that authorized the job's move to the next department and, finally, the form that was used to send the completed job to the customers or to inventory. Since that was the way it was done in the "real world," that was what was taught! The field was dominated by a bunch of "this is how we do it" books.

El's first textbook was a significant departure from what was available at that time. His books emphasized analyzing when a shop should produce job A before job B—not just where to put them on the form. He was concerned about when and why a factory might want to sequence jobs in a way that had not been stressed before. He provided the framework for thinking about what should be done on the shop floor and why. Elwood Buffa brought a framework and techniques for analyzing the factory into his textbooks and, by extension, into the teaching of production management.

His timing was extraordinary. The Ford Foundation report had just been released, and the quantitative movement had begun in U.S. business schools. El's approach, research, articles, and textbooks complemented this movement and brought an amplification of the analytical study of operations management that remains to this day. The perspective that Elwood Buffa brought to us in his work shaped many of us in important ways and



through us shaped an area of academic endeavor.

Notwithstanding his enormous impact on the field, El remained an approachable, delightful individual. He loved the food of Northern Italy.

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**One of the surprising things for many of us coming out of PhD programs during the 1950s and '60s was El's knowledge of our work.**

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When his editor realized this, every effort was made to find the best Italian restaurant in whatever city the DSI national meeting was being held. Some of us were privileged to spend an evening in conversation and gastronomy with El at one of these restaurants. Invariably, the conversation was as much about the food and adventures that El had in Europe as about the profession of operations management.

One of the surprising things for many of us coming out of PhD programs during the 1950s and '60s was El's knowledge of our work. He would continually surprise a PhD candidate with his knowledge about the student's dissertation, his/her committee, and the progress being made toward completion. Among his own PhD students, El has produced internationally known scholars, administrators, and persons who have

shaped the teaching of management and the direction of organizations worldwide.

We in DSI have always had a special relationship with Elwood Buffa. He was among our early fellows as we were among the first to recognize the importance of his contributions. More than a decade ago, the McGraw-Hill/Irwin publishing company suggested that they would like to recognize the contributions that El had made to the profession and the Institute. The DSI Board recognized the tremendous multiplier effect that El had through his work with doctoral students and established the Elwood S. Buffa doctoral dissertation award that is now presented at the annual meeting. This is clearly a significant way to honor his work and to continue his legacy.

El had a particularly special relationship with his father. In a very moving essay on his relationship with his dad, El described how the guidance, advice, support, and love his father provided was a major force in his life. Well, El, what goes around comes around. You may be the intellectual father to more of us than you ever realized. All we can do at this point is say many thanks for all you have done for all of us and may you rest in peace. ■

*[contributed by D. Clay Whybark, University of North Carolina - Chapel Hill]*

bers will remember him fondly. He was passionate about teaching, and touched the lives of numerous students at Iowa State University, the University of Tennessee, the University of Massachusetts, Virginia Polytechnic Institute and State University, the University of Iowa and the University of Minnesota. It is hard to imagine the halls of the Iowa State University College of Business without the echo of his hearty "Har, har, har!"

According to Harvey Brightman, "I want to tell you how terrific Max was to me and to the other first group of doctoral students at UMASS in the late 60s. I can recall Max inviting all of us over to his house several times to discuss strategies for going to our first interviews. He described the DOs and DON'Ts and how to find the right fit between us and a school. He did this although he wasn't serving as chair (or maybe even on the committee) of the first group of doctoral candidates. He simply did it because he was Max. I have never forgotten his kindness and humanity. I knew Max for over 35 years and he was exhibited the same love and concern for his students and colleagues. I will miss him."

In addition to his generosity with his knowledge, time and enthusiasm,

Max relished the opportunity to track and share the progress of his many friends and colleagues, as their careers advanced. Often he was more excited at these faculty members' accomplishments than they were, themselves. As a result, people often came away from conversations with Max with a heightened sense of excitement and dedication. Max's willingness to give time to others was a gift that so many have experienced and benefited from.

Max was born in Iowa City and grew up in Davenport, Iowa. He is survived by his wife, Cora; his son Kirk Wortman and his wife Donna of Riverside, Connecticut and his daughter Sara Demyanov and her husband Jim of Springfield, Virginia. He will be sorely missed by his four grandchildren, Christopher and Caroline Wortman and Beth and Julie Demyanov.

Memorial contributions may be made to the Max S. Wortman Professorship, c/o Iowa State University Foundation, 2505 Elwood Drive, Ames, Iowa 50010-8644.

*[contributed by Barbara Flynn,  
Wake Forest University]*

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#### OFFICERS, from page 1

The 2004-05 Nominating Committee, chaired by Barbara B. Flynn (Wake Forest University) has completed the slate of nominees for the 2006 election of officers. The Nominating Committees for the regional subdivisions also have compiled the names of nominees who are running this year for the office of vice presidents elected by the regional subdivisions.

Ballots will be mailed in December 2005. Additional nominations may be made by November 30, 2005. Each ad-

ditional nomination must be made by petition signed by at least five percent of the members and submitted to the Institute's Secretary, c/o the Institute's Home Office, 35 Broad Street, Atlanta, GA 30303.

Additional nominations for vice presidents elected by the regional subdivisions may be made upon petition signed by at least five percent of the regional subdivisions' members. ■

This fee includes the luncheon and reception on Saturday, the networking luncheon on Sunday, and the CD-ROM of the proceedings. Although students will be responsible for all of their own travel and accommodation expenses, it is customary for participants' schools to provide monetary support for these purposes.

Consortium participants will be recognized in *Decision Line*, the Institute's news publication. Additionally, they can receive special recognition in the placement system, special designation on their name badges, and an introduction to the larger DSI community at the breakfast and plenary session. ■

#### Doctoral Consortium Co-Coordinator

(Send applications and direct inquiries to Professor Swink)

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