

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

We offer our best wishes to Professor Mark M. Davis, Bentley University, as he assumes the Presidency of the Institute. In his opening letter, he identifies two major objectives for the coming year: (1) “continue to improve communications between the Institute and its members” and (2) enhance the value of being a DSI member.” He notes that accomplishing these objectives involve redesigning the DSI Homepage, improving the Conference Information System, and creating more miniconferences/workshops.

The first article entitled “An Interactive VBA Tool for Teaching Statistical Process Control (SPC) and Process Management Issues” by Professors Jaydeep Balakrishnan and Sherry Oh, University of Calgary, Canada, is one of the 2005 DSI Instructional Innovative Award Competition finalists. The interactive Excel VBA Tool allows students to learn by investigating various issues affecting SPC. The tool is designed for use in MBA programs, executive programs, and advanced quality management courses. The Instructor’s Manual, Student Lab Manual, and software are available on line for free download.

Professor Farhad Moeeni, Arkansas State University, in the P/OM Column, discusses the current excitement about the use of Radio Frequency Identification (RFID) in the supply chain. Wal-Mart, Target, and Best Buy are examples of retailers who have implemented this technology. The challenges that businesses face in adopting the RFID technology are cost and privacy issues.

Professor Rick Hesse, Pepperdine University, presents a simple PERT simulation example of turning around an airplane. The PERT exercise in Excel involves probabilistic activity times which are normally distributed. Other distributions such as Beta and Triangular can be incorporated but may involve using Crystal Ball or @Risk. The Excel exercise is available on-line.

Business schools have long recognized the importance of including eth-

ics within the business curriculum. However, there is less agreement on how business ethics should be taught. In The Dean’s Perspective column, we provide two insights into the teaching of business ethics. The first article is by Professor Tilden J. Curry, dean of the College of Business, Tennessee State University. The second article, which provides a department perspective, is co-authored by Professors David Krause and Sarah Peck, both from Marquette University.

In the Doctoral Student Issues column, Professors Gary F. Templeton and Kirk P. Arnett of Mississippi State University encourage doctoral students to form an adaptive network, which they define as “an interpersonal network subject to change in culture, productive nature, structure of those who participate, and other characteristics.” They find that students who adopt this strategy at Mississippi State University are more productive.

Finally, Professor Linda G. Sprague, China Europe International Business School, Shanghai, China, reviews a new textbook, *Outsourcing and Insourcing in an International Context*, by Marc J. Schniederjans, Ashlyn M. Schniederjans & Dara G. Schniederjans and published by M.E. Sharpe in 2005. She notes that most of the book’s coverage is on outsourcing, with much less emphasis on insourcing. Overall, her review indicates that the book meets its objectives and raises the key issues that firms must consider if they choose to outsource.

*Have a wonderful 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.

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