

# DECISION LINE

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## PRESIDENT'S LETTER

### Miniconference on Service Science

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President, Decision Sciences Institute

I hope you are all enjoying your summer. As a close friend of mine once said, it took her a long time to realize that there were only between July 4<sup>th</sup> and Labor Day, so make the most of it, as the fall semester will be here before you know it. (I have also noticed that as one gets older, everything seems to go by faster, not just the summers!)

As I stated in my last letter, one of my goals this year is to add value for DSI members. To accomplish this, we have undertaken several initiatives. First we have begun work on developing a new website that is more user friendly and more functional to better meet the needs of its members.

Second, DSI will be a co-host for the 14<sup>th</sup> International XBRL Conference, which will take place in Philadelphia, PA on December 4-6, 2006. The theme of this year's conference will be "Interactive Data - The Revolution in Business Reporting." For more information on this conference, you can visit the conference website at <http://conference.xbrl.org>.

We are also planning to hold the first DSI-sponsored miniconference next year at the end of May at Carnegie-Mellon University in Pittsburgh. I will be sending you an email shortly with more specific information on this miniconference.

The focus of the miniconference will be service science. What is service science? Service science is a new emerging field of business that recognizes the transdisciplinary nature of business, especially today where services represent the vast majority of the economies in today's industrialized countries. The concept of service science has its roots in IBM, and is now taking hold in other companies as well as in some academic institutions. Why service science? Why now? Because IBM has forecasted that it will need to hire a significant number of individuals over the next several years who have a transdisciplinary education that has a service focus, and does not see this need being provided by the current

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Nominations are being solicited for the editorship of *Decision Line* for a three-year term of service to officially begin on January 1, 2008. A description of the position and the responsibilities of the editor are presented below.

*Decision Line*, published five times per year, is the official news publication of the Decision Sciences Institute. It provides a channel through which members are informed of the activities of the Institute; it is a method of notification of administrative and organizational actions; and it provides an opportunity to call for papers for various meetings. It provides articles in areas of general interest to the members, including promoting innovation in teaching, research and scholarship, professional development globalization, and interdisciplinary activities. It also includes annual meeting notes and details, briefs on placement activities, and recognizes achievement of individual members.

The objectives of *Decision Line* are to: (1) serve as a means of communication among the members of the latest developments in the Institute; (2) serve as a formal notice of the Institute's activities; (3) provide a forum for opinions, discussions, and philosophical statements regarding goals; (4) be a means of keeping abreast of the latest developments within the discipline; (5) be a research clearinghouse to encourage participation among members of unpublished research; (6) and cover news of a personal nature regarding the members, i.e., promotions, retirements, etc.

The editor of *Decision Line* serves at the pleasure of the Board of Directors of the Institute for a three-year term and may be renominated and reappointed by the Board of Directors for a second three-year term. The editor is responsible for the editorial content of *Decision Line*, subject to monitoring by the Publications Committee of the Institute.

At present, in addition to informational news items, announcements, advertisements, and the regional news columns, *Decision Line* has a number of regular feature columns, including

"President's Letter," "From the Editor," "International Issues," "Research Issues," "Ecommerce," "Alpha Iota Delta," "Production/Operations Management," "Information Technology," "In the Classroom," "Membership Roundtable," "Names in the News," "The Deans' Perspective," "Doctoral Student Issues," and "From the Bookshelf." The intent/objective of these columns is to provide a mechanism for exchanging information within the different functional areas of the decision sciences and to foster more interdisciplinary communication. These feature columns (and their editors) may be continued, discontinued, or replaced at the discretion of the new editor.

A reminder notice is mailed to all feature editors and annual meeting coordinators by the publications coordinator. The notice informs them of the deadline for the upcoming issue and provides information for guest writers. All new items are submitted to the publications coordinator, who is responsible for proofing and assembling the articles into their final camera-ready form.

Most of the editor's duties center on handling article submissions from members, recruiting (and keeping) feature editors, writing the regular "From the Editor" feature article, and being available (by phone and e-mail) to the publications coordinator during the final proofing/assembling stages.

All placement and book advertisements are handled by the home office and the executive director. However, each year the editor may be responsible for formulating and submitting a recommendation for advertising rates to the Board of Directors of the Institute.

The Institute provides no supplemental funding to the editor of *Decision Line*. However, expenses are minimal and consist primarily of some postage, copying, and telephone expenses, which would probably be no more than \$200 annually.

**Send nominations by no later than November 1, 2006**, to Linda Sprague, CEIBS, Shanghai, China, lgsprague@ceibs.edu. ■

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discipline-based silos that exist within today's academic institutions.

The goal of the miniconference, therefore, will be to provide a forum for colleagues from all of the disciplines who both have an interest in services and also recognize the trans-disciplinary nature of services. These disciplines include, but are not limited to operations, marketing, human resource management, information technology and design.

This is one of the reasons we chose service science as the focus of our first DSI miniconference: it directly aligns with DSI's mission to be a transdisciplinary or cross-functional organization that provides a forum for all business disciplines to come together under a single umbrella.

I make the distinction between transdisciplinary or cross-functional, where the different disciplines communicate with each other, from multidisciplinary where most of the disciplines are represented, but rarely communicate. Every business school is multidisciplinary in that they have all of the business disciplines represented, but very few are truly transdisciplinary where colleagues from the different disciplines conduct joint research or teach integrated courses. In fact, I recently conducted an informal survey among colleagues from about 20 business schools to see if there were any that were offering integrated courses. The vast majority are not, and those that do only have limited success. In fact, the reply from one of my colleagues was "Integrated courses? We are lucky if we talk to each other, never mind teach integrated courses!"

We also hope to have a second miniconference later next year, but that one is still in the early planning stages.

If you have any questions or suggestions for these miniconferences or on other DSI-related issues, please don't hesitate to write me at mdavis@bentley.edu.

Enjoy the rest of the summer, what's left of it! ■