

DECISION LINE

Vol. 38, No. 2

March 2007

Congratulations to Newly Elected 2007-08 DSI Officers



PRESIDENT-ELECT
Norma J. Harrison (see photo),
Macquarie University

SECRETARY
Soumen Ghosh, Georgia Institute of
Technology

AT-LARGE VICE PRESIDENTS

Krishna Dhir, Berry College
Manoj Malhotra, University of South Carolina
Ram Narasimhan, Michigan State University
Peter Ward, Ohio State University

SOUTHEAST REGIONALLY-ELECTED VICE PRESIDENT

Kirk Karwan, Furman University

SOUTHWEST REGIONALLY-ELECTED VICE PRESIDENT

Binshan Lin, Louisiana State University-Shreveport

WESTERN REGIONALLY-ELECTED VICE PRESIDENT

Karen L. Fowler, University of Northern Colorado

The tabulation of the ballots was conducted and audited by DATAMATX, Atlanta, Georgia. See pages 42-43 for more information on the new officers. ■



PRESIDENT'S LETTER

Thank You

Mark Davis, Bentley College
President, Decision Sciences Institute

It is hard to believe that my tenure as DSI president is quickly coming to a close, and I would like to take this opportunity to thank all of you for the honor and the privilege of serving as your president. As I look back over the past year, I would like to think that we on the Board identified the critical areas to focus on and made the right decisions that will take the Institute to the "next level," in terms of providing its members with added value in the coming years.

See **PRESIDENT'S LETTER**, page 45

Inside This Issue

FEATURES

From the Editor. *Decision Line* Editor Keong Leong provides an overview of 38(2) feature articles. **3**

2006 Instructional Innovation Award Competition Finalist. "A Hands-On Approach to Learning Business Processes," by Joanne M. Tucker and Victor J. Massad, John L. Grove College of Business, Shippensburg University. **4**

Production/Operations Management. "Systems Thinking: Opportunities and Challenges in the Graduate Classroom," by Vijay R. Kannan, J. Brian Atwater, Alan A. Stephens, College of Business, Utah State University. **7**

In the Classroom. "Simulating Heights and Weights using Regression," by Rick Hesse, Feature Editor, Pepperdine University. **12**

Ecommerce. "Mashups: The Art of Creating New Applications by Combining Two or More Web Sites," by Kenneth E. Kendall, Rutgers University, and Allen Schmidt, Madison Area Technical College. **15**

The Deans' Perspective. "Lessons for New Deans," by Sarah Bryant Bower, Shippensburg University. **17**

From the Bookshelf. "Supply Chain Management," by Terry P. Harrison, Smeal College of Business, Pennsylvania State University. **21**

SPECIAL REPORTS

2007 DSI International Meeting **27**

2006 Annual Meeting **31**

2007-08 DSI Officers **42**

DEPARTMENTS

Names in the News **25**

Announcements **30**

Be sure to check out the redesigned DSI Website. We think you'll be pleased with the new look.

<http://www.decisionsciences.org>

First, I want to welcome the newest region to the Institute, the Indian Subcontinent Region of DSI (ISRDSI), and I want to thank Jeet Gupta and Benito Flores for all of their hard work and commitment to making this happen. I know that plans are already underway for the ISRDSI to hold their first conference next January in India, and I for one am planning to attend.

This year, the Institute has taken a major step into the Information Age. First, the Institute's homepage has had a brand new "facelift," which was long overdue. The new homepage is more user friendly and easier to navigate, making it much easier to access the wide variety of information that DSI has available to its members. If you haven't recently visited the Institute's homepage, I would encourage you to do so. As the old saying goes, "Try it, you'll like it."

Similarly, the DSI annual meeting website has a new look, which is more compatible with the new DSI homepage. One of the decisions we made this year is that we will keep the overall framework for the annual meeting website from year to year so that there is a much higher level of consistency. This will make it easier for members to access and navigate, instead of requiring them "to reinvent the wheel" each year with a new and different conference website structure.

A lot of individuals provided inputs into the design of both the DSI homepage and the annual meeting website, but I would especially like to acknowledge and thank Vicki-Smith Daniels for shepherding both of these projects through to completion.

For the first time, DSI will sponsor a stand alone miniconference, the first

one taking place in May of this year at Carnegie Mellon University in Pittsburgh. The focus of this miniconference is service science. The goal of these miniconferences is to provide a forum for individuals who share a common interest in a particular area or topic. We have tentative plans to hold a second miniconference in Philadelphia in 2008 that will focus on enterprise resource planning (ERP) systems.

DSI has always been my professional organization of choice and will continue to be so in the future. I hope that it also will continue to be yours, and that the changes we have tried to make this past year will reflect positively on the Institute in the years ahead. ■

DSJ TOPIC, from page 20

decisions. The research should provide better understanding of global supply chains as complex systems, and integrate concepts such as strategic sourcing, effective asset management, appropriate information flows, and incentive structures that coordinate complex relationships in global supply chains. No matter what research approaches are employed, a rigorous application of methodological tools should provide insight into the challenges facing managers as they structure their supply chains. Articles published in this STF must meet *Decision Sciences'* high standards of

research rigor and originality, while embracing managerial relevance, not only in the research problem studied, but also in their impact on enhanced decision making.

Topics of Interest include, but are not limited to: Global outsourcing strategies; alignment of products and supply chains; interaction of supply chain design and product design; positioning/repositioning supply chain assets (facilities, inventories, and transportation) in response to business dynamics; design of global supply chains for rapid response; and supply

chain design for managing disruption risks

Manuscript preparation and submission instructions can be found on the journal's Web site (see below). In the cover letter to the Editor-in-Chief, Professor Vicki Smith-Daniels, please indicate that your submission is for the Supply Chain Design Special Topic Forum.

Submission deadline: July 31, 2007.

<https://wpcarey.asu.edu/dsjOnline/index.cfm>

BOD REPORT, from previous page

21. The Board accepted a recommendation from the Ad hoc Committee to Evaluate the Current Organizational Structure of the Institute to appoint an Ad hoc Committee to Evaluate Strategic Affiliations and Regional Development during 2007-2008 with the charge of evaluating the role of regional VPs on the Board and the need for restructuring regional representation as affiliations and/or regional VPs based on a comprehensive global plan.

22. The Board postponed consideration of a recommendation from the Ad hoc Committee to Evaluate the Current Organizational Structure of the Institute to hire an organizational consultant to make recommendations to the Ad hoc Home Office Review Committee.

23. The Board rejected a recommendation from the Ad hoc Committee to Evaluate the Current Organizational Structure of the Institute to appoint a corporate member to

the Board of Directors to fill a new board position and to appoint an Ad hoc Committee for the recruitment, evaluation, and recommendation of this position to the Board of Directors.

24. A master sign-up sheet for Board member participation in organizing high visibility sessions for the 2006 Annual Meeting was circulated.