

This issue of *Decision Line* marks the season of heart-warming autumn colors. We will soon gather in Baltimore at the annual meeting of the Institute. Hopefully, by then, Wall Street will have calmed down. The stress of its nightmarish hiccup will undoubtedly be soothed by the warmth of fellowship in Baltimore. I hope that the information herein will help you make the most of the upcoming annual meeting.

As a follow-up to her letter in the July issue of *Decision Line*, DSI President Norma Harrison calls for a re-examination of practices that guide decision science research across cultures and economies. The needs of emerging economies are not adequately served by approaches developed in the Western milieu. Their sophistication is often inappropriate and unworkable in Asian conditions. She applauds those daring researchers who take up the charge of socially rooted research “in the nontraditional, non-mainstream, and sometimes politically incorrect or uncharted waters” across cultures.

This issue brings you an excellent array of essays. In the Research Issues feature column, Kenneth Bartkus of Utah State University discusses a strategic approach to providing undergraduate students in business schools with relevant research experiences. He calls for the development of a consortium of schools that would work “to promote greater synergies in undergraduate research.”

In the Production/Operations Management feature column, John Wacker of Arizona State University and Iowa State University points to potential conceptual flaws that can diminish the importance and impact of empirical research. He states that some common difficulties lie in classical philosophy of science that determines specific requirements for theory development, for example, conservatism, uniqueness, internal consistency, generalizability, and abstraction.

Vijay Kannan of Utah State University recently taught at the Indian Institute of Management in Lucknow, India. In the International Issues feature column, he

presents his “observations and reflections on the challenges of and opportunities for business education in India.” He concludes that to meet the challenge of its enhanced global economic position, India will have to redefine the role of business education in its economic development. Traditional academic models would have to be abandoned and its standards will have to be upgraded.

In the E-Commerce feature column, J. P. Shim of Mississippi State University discusses the popularity of different social networking sites in different cultures. For instance, he characterizes Korean society as one that is collective, in contrast to the individualistic character of the U.S. society. This factor, along with others like attitudes toward privacy, interaction among users, and sharing and distribution of information, influences acceptance of various social networking sites. He calls for research on social networking in different geographic regions around the world.

In the Deans’ Perspective feature column, Marvin Bouillon of Iowa State University describes how his institution increased the number and quality of students in its Master of Accounting degree program without additional funding to support their efforts. The essay offers a number of practical, useful suggestions. This case study will warm the heart of any business school administrator and faculty member.

In the Doctoral Student Issues feature column, Andrew Schwarz of Louisiana State University, Jason Thatcher of Clemson University, and Varun Grover, also of Clemson University, team up to offer excellent advice to an assistant professor with a newly minted doctorate. They describe how the skills required to be a good doctoral student differ from those required to be a good assistant professor. They provide a very useful road map, replete with challenges, pitfalls, and surprises. They recommend practical strategies for the assistant professors to set forth on the path to success. ■



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