

## 2010 Program Chair's Message

MORGAN SWINK, Michigan State University



A little revolution is a good thing now and then. In 2009 the Decision Science Institute (DSI) celebrated its 40th year of existence as one of the leading academic societies.

The annual conference in 2010 marks the beginning of the next 40 years, in which we expect to break new ground, try new ideas, and create new value for all participants.

Join us in San Diego as we launch a new chapter in the life of the DSI. We invite basic, applied, theory, and case study research in any field related to decision-making, as well as proposals for panel discussion, symposia, workshops, and tutorials dealing with research or pedagogical issues.

As a participant in the 2010 conference you can expect to enjoy the following:

- A warm welcome with numerous opportunities to meet new people, to consider new research and teaching approaches, and to enjoy the sights and sounds of San Diego
- High quality invited and sponsored sessions featuring highly respected researchers, educators, and practitioners
- A variety of venues in which you can present and receive constructive feedback on your research and teaching innovations
- Opportunities to scout out the job market and/or the talent pool

- More than 20 discipline-based and interdisciplinary tracks that address research, pedagogy, educational technologies, and more
- Three new special interest groups addressing health care, project management, and innovation
- Conference innovations that put new twists on an already successful formula

The 41st DSI Annual Meeting will be held November 20-23, 2010, at the San Diego Marriott Hotel and Marina in San Diego, California.

The venue for the 2010 DSI Annual Meeting is the Marriott Hotel and Marina. This location offers excellent weather, great access to restaurants, tours, and entertainment, and scenic view of the beautiful bay and port of San Diego. For more information visit:

[www.sandiego.org](http://www.sandiego.org)

[www.marriott.com/hotels/travel/sandt-san-diego-marriott-hotel-and-marina/](http://www.marriott.com/hotels/travel/sandt-san-diego-marriott-hotel-and-marina/)

If you have any questions, suggestions, or requests, feel free to email Program Chair Morgan Swink at [swink@bus.msu.edu](mailto:swink@bus.msu.edu). ■

## Miniconference on Hospitality Mgmt.

This miniconference examines emerging issues facing the hospitality industry, which is one of the fastest growing sectors worldwide. However, the current economic and political global climate means the industry has to deal with new challenges such as increased competition, declining revenues, and global terrorism. The miniconference will feature both invited and submitted papers on the salient issues that

are impacting the hospitality industry. Submission deadline is May 1, 2010. ■

G. Keong Leong  
University of Nevada Las Vegas  
[Keong.Leong@unlv.edu](mailto:Keong.Leong@unlv.edu)

Natasa Christodoulidou  
California State Univ., Dominguez Hills  
[nchristodoulidou@csudh.edu](mailto:nchristodoulidou@csudh.edu)

### 2010 Annual Meeting Coordinators

#### Program Chair

Morgan Swink  
Michigan State University  
School of Management  
East Lansing, MI 48824 USA  
(517) 432-6327  
[dsi2010@bus.msu.edu](mailto:dsi2010@bus.msu.edu)

#### Associate Program Chair

Rachna Shah  
The University of Minnesota  
School of Management  
321 19 th Ave S.  
Minneapolis, MN 55455 USA  
(612) 624-4432  
[shahx024@umn.edu](mailto:shahx024@umn.edu)

#### Proceedings Coordinator

Sriram Narayanan  
Michigan State University  
School of Management  
East Lansing, MI 48824 USA  
(517) 432-6432  
[narayanan@bus.msu.edu](mailto:narayanan@bus.msu.edu)

#### CIS Manager

Scott E. Sampson  
Brigham Young University  
Department of Business Management  
660 TNRB  
Provo, UT 84602 USA  
(801) 422-9226  
[ses3@sm.byu.edu](mailto:ses3@sm.byu.edu)

#### Job Placement Coordinator

Arijit (Jit) Sengupta  
Wright State University  
Raj Sooin College of Business  
Information Systems and Operations  
Management Department  
3640 Colonel Glenn Highway  
271 Rike Hall  
Dayton, OH 45435 USA  
(937) 775-2115, fax: (937) 775-3533  
[arijit.sengupta@wright.edu](mailto:arijit.sengupta@wright.edu)

#### Local Arrangements Coordinator

Barbara Withers  
University of San Diego  
School of Business Administration  
Olin Hall 320  
San Diego, CA 92110-2492 USA  
(619) 260-2380  
[bwithers@sandiego.edu](mailto:bwithers@sandiego.edu)

# 2010 Doctoral Student Consortium

## Creating successful career paths for students

Co-sponsored by McGraw-Hill/Irwin, Alpha Iota Delta and DSI

DSI's 28th annual Doctoral Student Consortium will be an engaging, interactive professional experience designed to help participants successfully launch their academic careers. We are pleased to have the co-sponsorship of McGraw Hill/Irwin with contributions from Alpha Iota Delta and Beta Gamma Sigma for this important event. The Consortium will take place on Saturday, November 20, 2010, at the 2010 DSI Annual Meeting in San Diego.

### Who Should Attend?

The Doctoral Consortium is offered to individuals who are at least into their second year of doctoral studies. The Consortium welcomes students from all subject areas within the decision sciences. A variety of students with backgrounds in operations management, management information systems, management science, strategy, organizational behavior, marketing, finance, accounting, and other areas will increase the vitality of the sessions. This year's program will focus on basic preparation for an academic career, job search issues, the interview process, research strategies, effective teaching, among others. Students who are interested in addressing these subjects in a participative, interactive way will enjoy and benefit from the Consortium.

### Why Should You Attend?

1. Networking—Get to know some of the leading researchers and educators. Getting a job, finding collaborators, and gaining advantages in the career you are about to enter are all related to “who you know.” This Consortium is your chance to meet some of the leading researchers and educators in the field.
2. Skill development—Learn from veterans. Excellent teaching and research require practical skills in addition to content knowledge. Veterans will share their secrets to success.

3. Furthering your research—Engage with your peers and outstanding researchers. The research incubator will give you a chance to engage in a discussion of your research ideas with both your peers and outstanding researchers.
4. DSI exposure. The Consortium is a chance to “test-drive” DSI, learn about its people, its processes (such as placement services), and its opportunities.
5. Fun! Come socialize with your current and future colleagues in a city that has retained its sense of history and tradition, while carefully blending in cosmopolitan progress.

### Program Content

The Doctoral Student Consortium involves seasoned, world-class research faculty from a variety of schools, junior faculty just beginning their careers, and key journal editors. All will help guide discussions in the following sessions.

Preparing NOW for an Academic Career. What can doctoral students do now to gain an advantage in the job market and lay the foundation for a successful academic career.

**The Job Search Process.** Should you target your job search on research-oriented schools? Teaching schools? Private? Public? What's the best way to market yourself? What is the proper format for your vita? This session will help participants answer these questions through insights drawn from a panel of faculty experts.

**The Interview Process—Dos and Don'ts.** How should you prepare for an initial interview or an invited on-campus interview? What questions should you ask? What can you expect? What factors should you consider when making a final decision?

**Teaching Effectiveness.** Dynamic and inspiring sessions will share insights and secrets for success as a professor in academia.

**Information About Specific Research Areas.** World-class research faculty from a variety of specific subject areas (e.g., supply chain management, MIS, educational research) will meet with students whose specific research area matches that of the faculty. This faculty ‘mentor’ will offer advice and guidance on appropriate journals, current popular topics of research, potential co-authors and suggestions for focusing on a specific research topic area.

### Join Us

The Doctoral Student Consortium does more than prepare individual students, it creates a community of colleagues you'll know throughout your career. Please plan to attend the Consortium and also encourage your student colleagues to participate in this important program. Although many participants will be entering the job market for 2011-2012, others will appreciate the opportunity to get a better understanding of an academic career and how to approach the job market the following year.

### Application Process

Students in all areas of the decision sciences are encouraged to apply for the DSI Doctoral Student Consortium. Those wishing to be included should submit:

1. A current curriculum vita, including contact information (e-mail in particular), your major field (accounting, finance, marketing, management, operations management, MIS, management science, strategy, and so on), the title of your dissertation proposal or the title of a current research paper.
2. A letter of recommendation from your dean, doctoral program director, department chair, or dissertation chair. The letter should attest to the applicant's qualifications and good progress in the doctoral program. Interested students are encouraged to apply early if they wish

to ensure themselves space in the Consortium. Materials should be sent electronically to the Doctoral Consortium Coordinators (see below) by October 15, 2010. Those who apply by this date and meet the criteria listed above will be accepted for participation. Applications received after October 15 will receive consideration on a space-available basis.

Participants must pay the regular student DSI member registration fee of \$80 (or \$105 for non-DSI member student) for the annual meeting, but there will be no additional charge for the Consortium. This fee includes the Consortium luncheon and reception on Saturday, the DSI luncheons on Sunday and Tuesday, and the CD-ROM of the conference 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. They also 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 Coordinators

Sarv Devaraj, University of Notre Dame  
sdevaraj@nd.edu

Rajiv Kohli, The College of William and Mary  
rajiv.kohli@mason.wm.edu

### 2010 Discipline-based Tracks

#### Accounting: Assurance and Public Accountability

Robert Hutchinson, University of Detroit-Mercy, hutchirl@udmercy.edu

#### Information Systems Economics

Debabrata Dey, University of Washington, ddey@uw.edu

Vidyanand (VC) Choudhary, University of California Irvine, veecee@uci.edu

#### Information Systems Strategy and Design

Jeff Stratman, The University of Utah, jeff.stratman@business.utah.edu

T. Ravichandran, Rensselaer Polytechnic Institute, ravit@rpi.edu

#### Hospitality Management

G. Keong Leong, University of Nevada Las Vegas

Keong.Leong@unlv.edu

Natasa Christodoulidou, California State University Dominguez Hills  
nchristodoulidou@csudh.edu

#### Logistics, Distribution, and Order Management

DaeSoo Kim, Korea University, kimd@korea.ac.kr

#### Marketing and Management Strategy and Policy

Derrick D'Souza, University of North Texas, dsouza@unt.edu

#### Manufacturing Operations Management

Jan Olhager, Linköping University, jan.olhager@liu.se

Martin Rudberg, Linköping University, martin.rudberg@liu.se

#### Organizational Behavior/Organizational Theory

Mike Lewis, University of Bath, M.A.Lewis@bath.ac.uk

#### Service Operations Management

Larry Menor, The University of Western Ontario

#### Supply Management

Tom Choi, Arizona State University, thomas.choi@asu.edu

Murat Kristal, York University, mkristal@schulich.yorku.ca

### 2010 Topical/Interdisciplinary Tracks

#### Cross-functional Interfaces (Marketing/OM/ Finance/IS/Accounting)

Elliot Bendoly, Emory University, elliot\_bendoly@bus.emory.edu

#### Decision Making and Problem Solving (MS/OR/Statistics)

Shaw K. Chen, University of Rhode Island, chenshaw@uri.edu

#### Product/Process Innovation and Project Management

Mohan Tatikonda, Indiana University, tatikond@iu.edu

#### Process Quality and Productivity Management

Matthias Holweg, University of Cambridge, m.holweg@jbs.cam.ac.uk

#### Risk Analysis and Crisis Management

Kathy Stecke, The University of Texas at Dallas, kstecke@utdallas.edu

Thomas Schmitt, University of Washington, glennsch@u.washington.edu

Sanjay Kumar, The Pennsylvania State University, sxk89@psu.edu

#### Social Responsibility, Ethics, and Sustainability

R.D. (Robert) Klassen, The University of Western Ontario, rklassen@ivey.uwo.ca

### 2010 Special Tracks

#### Fellows Track

Sang Lee, University of Nebraska-Lincoln, slee1@unl.edu

#### Innovative Education

David Chou, Eastern Michigan University, david.chou@emich.edu

#### New Talent Showcase - Student Presentations

Susan Meyer-Goldstein, The University of Minnesota, meyer033@umn.edu

### 2010 Special Interest Groups

#### Innovation and Entrepreneurship

Roger Calantone, Michigan State University, rogercal@msu.edu

#### Healthcare Decision-Making and Policy

Rachna Shah, University of Minnesota, shahx024@umn.edu

Susan Meyer-Goldstein, The University of Minnesota, meyer033@umn.edu

#### Project Management

Gary Klein, University of Colorado at Colorado Springs, gklein@uccs.edu

## 2010 New Faculty Development Consortium

The New Faculty Development Consortium (NFDC) is a program for faculty who are in the initial stages of their academic careers and who would like to gain insights about teaching, research, publishing and professional development. Faculty members who have earned their doctoral degrees and are in the first three years of their academic careers are eligible to apply.

The consortium will be held on Saturday, November 20, 2010, as part of the DSI conference. The day-long agenda for the consortium will consist of interactive presentations and panel discussions led by business faculty at varying stages of their careers. The program will also provide opportunities for interaction and networking with experienced faculty as well as with co-participants in the consortium.

The program will include sessions on a variety of topics such as:

- Tenure and promotion
- Building a successful research program
- Excellence in teaching
- Institutional citizenship—Service toward your institution and toward the academic community

To participate in the consortium, please send an email providing the information listed on the DSI annual meeting website at

<http://www.decisionsciences.org/annual-meeting/meetinginfo/new-faculty.asp>

along with your current vita to one of the coordinators listed below. To be eligible for participation, your application must be received by the end of the day on Friday, October 1, 2010. Early applications will be appreciated. The first 50 qualified applicants will be selected for participation. Although each NFDC participant will be required to

register for the DSI 2010 Annual Meeting, there will be no additional fees for participating in this consortium. ■

### New Faculty Development Consortium Coordinators

Rohit Verma, Cornell University, (607) 255-2688, [rohit.verma@cornell.edu](mailto:rohit.verma@cornell.edu)

Gopesh Anand, University of Illinois at Urbana Champaign, (217) 244-8051, [gopesh@illinois.edu](mailto:gopesh@illinois.edu)

## 2010 DSI Global Miniconference

With a gross domestic product (GDP) of over \$14 trillion, the U.S. is the largest economy in the world. However large this number may seem, it represents only about 23% of the total world GDP of over \$61 trillion. What does this mean to today's business decision makers? If we look to Hollywood, we can gain a little insight.

- On May 19, 1999, "Star Wars Episode 1: The Phantom Menace" was released for U.S. domestic audiences. The global rollout was to proceed during the following weeks. Yet, the very next day, bootleg versions of the film appeared on overseas screens. Digitization had changed the rules of the global game.
- On December 18, 2009, "Avatar" was released to a global audience. Within three weeks, the film topped the \$1 billion mark in ticket sales. Amazingly, two thirds of the revenues came from global markets.

Today, regardless of the country of origin, corporate success increasingly requires that managers learn to use worldwide resources to meet the needs of global consumers. The

mission of this miniconference is to help us better understand the rules of a global economy via cutting-edge research as well as to explore ways in which we can better teach the nuances of global decision making to today's students, regardless of where they hail from.

Indeed, globalization raises many challenges for decision makers everywhere—not just for transnational firms operating in culturally and geographically diverse environments. For academic researchers, globalization has generated many fruitful avenues of inquiry regarding (1) competitive strategy, (2) the design of global networks including the coordination of activities within the firm, and (3) the ability to build appropriate relationships among the various actors external to the focal firm. These avenues include, but are not limited to, the role of culture, knowledge development, innovation, supply chain networks, market relationships, and others. We look forward to provocative discussion of the many issues influencing global strategy such as country, social structure, politics, economics, human resources, supply chain management (ser-

vices and manufacturing), foreign direct investment, and information technology. Our hope is to stimulate creative thinking regarding the challenges facing firms, society, the environment, and various institutions (government and non-government) in the context of globalization.

We invite DSI members to submit research papers, forums, tutorials, and other creative submissions for this event. ■

### Global Miniconference Coordinators

Anthony Ross  
Broad School, Michigan State University [rossant@bus.msu.edu](mailto:rossant@bus.msu.edu)

Stanley E. Fawcett  
Marriott School, Brigham Young University  
[stan\\_fawcett@byu.edu](mailto:stan_fawcett@byu.edu)

## Overview of DSI Annual Meeting Activities

### Best Paper Awards Competition

Categories include Best Theoretical/Empirical Research Paper, Best Application Paper, Best Interdisciplinary Paper, and Best Student Paper.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/competition.asp>

### Best Teaching Case Studies Award Competition

Serves an active role in the dissemination of new ideas with respect to case studies topics.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/competition.asp>

### Curricular Issues Miniconference

A forum to learn from those at the forefront of curriculum innovation and improvement, and to share experiences and lessons.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/curricula.asp>

### Doctoral Student Consortium

A unique opportunity for doctoral students from across the U.S. and world to interact with one another and with distinguished scholars in a one-day program devoted to career development.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/doctoral.asp>

### Elwood S. Buffa Doctoral Dissertation Award Competition

Encourages and publicizes outstanding dissertation research by selecting and recognizing the best dissertations written in the past year in the decision sciences.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/dissertation.asp>

### Global/International Research Miniconference

A forum for the discussion of the many issues influencing global strategy and network design.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/global.asp>

### Hospitality Management Miniconference

Examines emerging issues facing the hospitality industry, which is one of the fastest growing sectors worldwide.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/hospitality.asp>

### IT/SCM Interface Miniconference

Focuses on research at the nexus of information technology and supply chain management, highlighting current and emerging trends in the area.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/miniconferences.asp>

### Instructional Innovation Award Competition

Recognizes outstanding contributions that advance instructional approaches within the decision sciences. The focus of this award is on innovation in college- or university-level teaching.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/innovation.asp>

### Miniconference on Making Statistics More Effective in Schools and Business

Encourages interaction between business faculty and others involved in teaching business statistics with professionals from industry and government, with publishers, and with software vendors.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/miniconferences.asp>

### Miniconference on Successful Grantsmanship

Develop interests among DSI members in obtaining external research grants and to sharpen their skills to write grant proposals so that their endeavors may be more fruitful.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/miniconferences.asp>

### New Faculty Development Consortium

Deals with research, teaching, publishing, and other professional development issues for faculty who are beginning their academic careers. (Open to faculty members who have a Ph.D. degree and are in the first two years of their teaching career.)

<http://www.decisionsciences.org/annual-meeting/meetinginfo/new-faculty.asp>

### Professional and Faculty Development Program

Provides insight into the challenges and opportunities in today's rapidly changing academic environment.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/miniconferences.asp>

### Technology in the Classroom Miniconference

A forum for participants to share novel or innovative applications of technology in the classroom that enhance the student's learning experience.

<http://www.decisionsciences.org/annual-meeting/meetinginfo/technology.asp>

