

# DECISION LINE

Vol. 46, No. 4

July 2015

## PRESIDENT'S LETTER

### Nominate and Participate!



Morgan Swink, Texas Christian University

**G**reetings DSI community! I trust that your summer is off to a great start. The many leaders in DSI are working hard on a to improve the Institute in a number of ways. I'd like to share a few with you, but first, and most importantly, I want to encourage each of you to "nominate and participate." The deadline

for nominating the next crop of DSI leaders is fast approaching (October 1). Our Institute thrives or stagnates depending on the active engagement of its leaders. Please consider serving, or nominating someone for a role in the DSI Board of Directors, and/or serving on one of the many global and regional DSI committees and programs (see the DSI web site for nomination details).

Congratulations to all of the regions for putting on some fantastic conferences! I had a chance to visit some of the events and all were quite enjoyable. Special congratulations go out to Carmella di Mauro – I've heard from numerous sources that the European DSI conference was a great success.

Johnny Rungtusanatham, Dana Evans, and the rest of the home office team are working very hard to rationalize and improve the DSI's processes and systems. Janelle Heineke also deserves a big thank-you for a herculean effort in cleaning-up and clarifying DSI operating documents and financial systems. We still have work to do here, but these steps are helping to continuously improve the level of service that the home office can provide to regions and individual members. Please say "thank-you" to these folks when you get the chance.

Finally, Natasa Christodoulidou and Shawnee Vickery have put together a fabulous annual conference program for us, including off-site receptions and visits to sites including the Space Needle and the Museum of Flight. Please get involved and join us in Seattle!

One of the core values that has made DSI successful throughout its 46 year history is a priority on inclusiveness and en-

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# DECISION LINE

DECISION LINE is published five times a year by the Decision Sciences Institute to provide a medium of communication and a forum for expression by its members, and to provide for dialogue among academic and practitioner members in the discipline. For more information about the Institute, please call 404-413-7710.

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**DEADLINES:** May 2015 issue ..... April 10th  
July 2015 issue ..... June 10th  
October 2015 issue ..... September 10th  
January 2016 issue ..... December 10th  
March 2016 issue ..... February 10th

## Vision Statement

The Decision Sciences Institute is dedicated to excellence in fostering and disseminating knowledge pertinent to decision making.

## Mission Statement

The Decision Sciences Institute advances the science and practice of decision making. We are an international professional association with an inclusive and cross-disciplinary philosophy. We are guided by the core values of high quality, responsiveness and professional development.

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In this issue of Decision Line, you will read about President Swink's call for active member participation in the affair of DSI. Co-Program Chairs for 2015 DSI Conference, Natasa Christodoulidou and Shawnee Vickery, have provided details about the Annual Conference in Seattle (November 21-23). There are several panels, speakers and many quality papers. This is promising to be a great conference. In addition to regular and special research presentation and seminars, the co-chairs have planned on exciting events that will make the DSI gathering in Seattle an unforgettable conference.

Danny Samson and Jack Wacker present their idea about Autonomous Digital Age in a brief but very interesting article. I encourage you to read and send your comments to me for potential insertion in the next issue. The Home Office has included an update which indicates a positive trend in increased DSI membership. All young researchers who are active in DSI should ask their colleagues or mentors to nominate them for the prestigious **Carol J. Latta Memorial DSI Emerging Leadership Award for Outstanding Early Career Scholar**. Deadline is October 19, 2015.

Two reports from two regional conferences indicate that there are great

enthusiasms in the regions and the conferences are well attended. Reports from EDSI and NEDSI are evidence of such success. Please read them and try to attend regional conference(s) of your choice. They are always a great place to network and meet interesting scholars.

If you are a junior faculty, please ask a colleague or your doctoral mentor to nominate you for the prestigious. If you are a mentor or know of young and upcoming scholars, please nominate them for this award. The section on Carol J. Latta Memorial DSI Emerging Leadership Award for Outstanding Early Career Scholar describes the process and dateline for applications and nominations to be sent to the DSI Home Office.

As always, I encourage you, our reader, to share your opinions, ideas with us by writing and sending it to me at mebrahimpour@uri.edu, or you may send it to the feature editors as shown in this section.

I am looking forward to reading your articles for inclusion in Decision Line.

Maling Ebrahimpour, PhD

Editor ■

# Carol J. Latta Memorial DSI Emerging Leadership Award for Outstanding Early Career Scholar

## Award Information

Award is presented during at the DSI Annual Meeting in November to an early career scholar in the Decision Sciences field who has served the Institute and its goals over the past year(s). The recipient will receive a plaque and a \$500.00 Scholarship.

## Eligibility

The applicant must be nominated by a faculty member or academic administrator.

Nominators must submit a nomination letter describing the basis for the recommendation along with the candidate's curriculum vita.

## Submissions

**Electronic Submissions** should be sent to [info@decisionssciences.org](mailto:info@decisionssciences.org) with Carol Latta Memorial Award in the subject line (preferred method of submission).

**Paper Submissions** should be sent to:

Decision Sciences Institute  
334 Melcher Hall, Suite 325

Houston, Texas 77204-6021.

Attention: Dana Evans, Program Director, regarding Carol Latta Memorial Award

## Deadline

All nominations must be received by October 19, 2015.

## The Committee

The selection committee chair is composed of the following DSI Board of Directors:

- Immediate Past President
- VP of Member Services
- VP of Professional Development
- VP for Global Activities
- Recipient of the previous year's award.

## Award Criteria

- Awarded to an emerging scholar in the decision sciences disciplines who has earned his or her terminal degree (e.g. PhD, DBA, etc.) within the previous five (5) years.
- Evidence of excellence in research,

teaching, and/or service to DSI (may be provided as an appendix to the recommendation letter- limited to five pages)

- Documentation regarding Institute-related professional service such as
  - o Serving on DSI committees, reviewing committees, as session chair, track chair, etc,
  - o Teaching performance (teaching award, new course development, etc.),
  - o Scholarly research (publications in Decision Sciences, Decision Sciences Journal of Innovative Education, and other highly-regarded journals in the decision sciences field and presentations at DSI meetings).
- Please do not include full journal articles
- Must be a member of the Institute in good standing. ■

From PRESIDENT'S LETTER, page 1

gagement of the members. Please continue this tradition, and invite your colleagues to get involved as well. Best wishes for a fun and productive summer.

Best wishes all,

Morgan Swink  
President, Decision Sciences Institute ■

From 2015 DSI ANNUAL CONFERENCE, page 13



## The "Publishing in DSJIE" Workshop

**Coordinator: Vijay Kannan,**  
Utah State University

The purpose of this workshop is to give authors who have not previously published in the *Decision Sciences Journal of Innovative Education (DSJIE)* the opportunity to develop their work in conjunction with members of the editorial team prior to submitting it to the journal. Several factors determine eligibility to be considered for participation in this workshop: 1. Authors or author teams must not have published previously in DSJIE. 2. Submitted manuscripts

must not be under publication consideration at any journal before November 30, 2015. 3. Each author or author team can submit only one manuscript to the workshop. If more than one is submitted, only the first one will be considered. 4. At least one author is required to register for and attend the 2015 Annual Meeting of the Decision Sciences Institute. The coordinator of this workshop is Vijay Kannan, Utah State University.

In addition to the sample of events provided above, there are other exciting consortia, workshops, and special panels that will be offered in addition to the paper and abstracts that will be presented across many, interesting tracks/topic areas. More information regarding these events will be provided in the next issue of *Decision Line*. ■

# Decision Science in the autonomous digital decision age (ADD)

by John 'Jack' G. Wacker, Iowa State University  
Management Department; and Danny Samson, University of  
Melbourne, Australia



**Danny Samson**

*is a professor of management at the University of Melbourne, Australia. He has degrees and work experience in engineering and management roles. He has authored 100 articles and 10 books.*

*His research interests cover*

*operations management, decision and risk analysis, innovation and quality management. He is also an experienced executive educator, consultant and director, in industries from banking/insurance through manufacturing. He is associate editor of the Journal of Operations Management. He has served as department head and associate dean at the University of Melbourne.*

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**John 'Jack' G. Wacker**

*is an ex-sales manager in building materials. He has been a frequent consultant for international companies in the areas of international manufacturing. He is past chairman of the Iowa State University Management Department.*

*He has published 45 journal articles in Journal of Operations Management, Decision Science, International Journal of Production Research, International Journal of Production Research, Journal of Marketing Research, International Journal of Production Economics and numerous other journals plus many more proceedings. His research has covered a wide variety of topics including statistical theory, manufacturing implementation and forecasting.*

The biggest change that is happening today is that the world has moved past the information age into the autonomous digital decision age. The autonomous digital decision age is defined as digital data being used to make information into autonomous decisions. Digital data are placed in heuristic/statistical/mathematical mechanisms that autonomously make decisions. The implications of this change are wide spread from simple home thermostats (Nest) to driverless cars (BMW, Google, Apple). Banks and insurance companies have also fully digitized and automated many of their pricing and decision processes, such as lending, and automated stock trading has been so for a while. Resource allocation decisions such as production and services scheduling, staffing levels and product mix can now be not just informed by data but made autonomously. This is extending to staff (and student) selection, where in so many domains, data and models which were used to support human decisions are now being set up to make those decisions independently of humans.

The historical evolution of how data has evolved and how it is used is interesting and important. Historically, the information age was defined by distilling data into information. This information was used by humans to make decisions. Consequently, there was (and is) a focus on gathering more data to make into more information, aimed at fuelling better human decisions. This change gave birth to the 'big data (analytics) age' where large amounts of data were condensed using analytics into information that are used for decisions.

There are many failures of the big data using analytics for decisions because of lack of conceptual or empirical clarity of underlying relationships. An old saying in econometrics is "any statistical result can be explained". The underlying conceptual logic is often misunderstood. The real problem is Bayesian: What is the probability that given a set of 'X' variables that Y will occur. Considering that the 'X' variables may be mediated and moderated and are time phased, the number of possible 'X' variables approaches infinity. With the number 'X' variables so large, spurious correlations will occur by mere chance. Some analysts make a simplistic assumption that the correlations are highly statistically significant so they must be valid. This assumption is responsible for many really bad decisions. So it not surprising that 'big data' has had and will continue to lead to some poor decisions.

A common platitude for solving any decision problem states that it is necessary to clearly understand the problem. So, the important issue is how to understand a managerial problem in order to make good valid decisions. Academics are familiar with the proper procedure to understand a problem since these procedures are followed in all scientific investigations. Simply put, it is ensuring what is being measured represents the necessary decision variables (formal conceptual definitions), assuring the data represents the relevant population, assuring relationships are defined and making predictive, refutable hypotheses. When the issue has clearly defined the terms, population, relationships, and necessary

outcomes, a decision methodology must be adopted. But a single methodology for all problems is far too simplistic since there are a myriad number of decision methodologies. Yet, there is a hierarchy of methodologies. The methodologies vary from simple decision trees to strict mathematical solutions to statistical estimation to a single case study. These decision methodologies are the academic domain of decision scientists. Preparing future managers for choosing the strengths and weaknesses among the numerous decision methodologies is critical for the autonomous digital decision age. Unlike previous information age or 'big data' ages, the autonomous decisions age makes ongoing decisions that need fail-safes to assure poor outcomes are not repeated. Learning and intelligence are a desirable property of autonomous decision processes.

A simple example is in the financial approval procedure for a credit loan that may have many alternative procedures. For example, a decision tree can be used to funnel the loan application using various criteria to get to a final decision. Alternatively, a mathematical model using neural nets to model after what individual evaluators have done in the past could be used. Still, it is possible to use a statistical discriminant model implementing specific application criteria (past loan history, employment, FICA scores, etc.) to reach the decision. Also, it is possible for loan officers to use a classification comparison with a past similar type loan for the decision. The informed procedure choice is based upon a clear understanding of each procedure's strengths and weaknesses. Understanding the accuracy and the procedure implementation costs are the responsibility of decision scientists. The autonomous digital decision age will continue to increase the speed of all decisions. But understanding how and why a decision is made is critical for the decision's effectiveness and efficiency.

In short, the autonomous digital decision age is very different than previous ages since the decisions are autonomously made

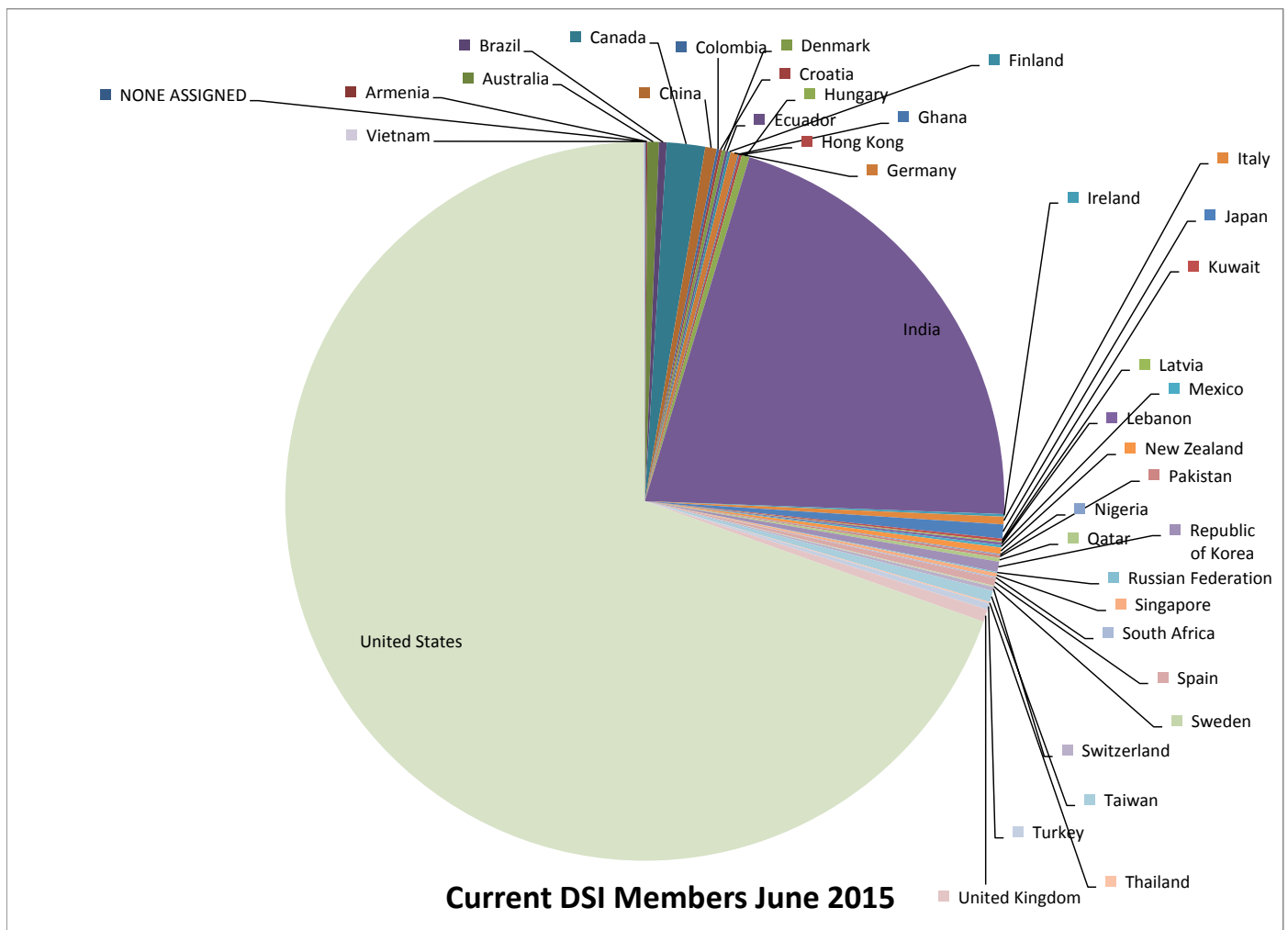
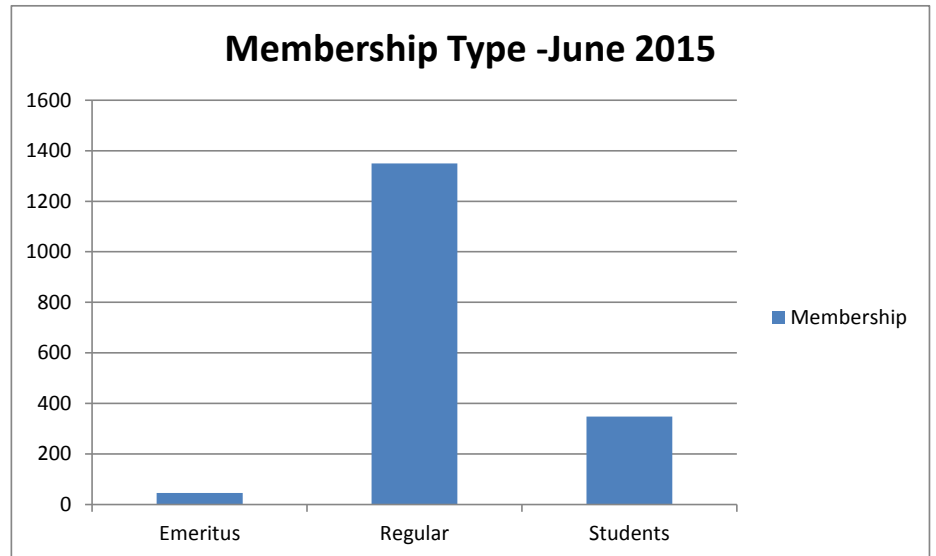
by decision mechanisms. The digital world provides that data to be transformed into information for decision mechanisms that are expected to be efficient and effective. Decision scientists are essential for providing underlying strengths and weaknesses of these mechanisms. These requirements are a critically important responsibility of all decision science academics. This has implications for our research and practice, and indeed our teaching curricula. In addition to teaching and researching techniques and their refinement and application, such as mathematical programming, decision and risk analysis etc., we need to develop procedures to optimally set up autonomous processes that make best choices of which of these procedures is most useful in any particular context, and then which automates the chosen decision model.

Further academic research is clearly required and of value in how best to create and implement these autonomous decisions. How much of what was and is in the human domain of judgment and decision can be automated with the clever systems that are now possible? Clearly much is now possible for what Herbert Simon, more than 50 years ago, called programmed decisions: with a key question being of just how far autonomous decisions can go into the domain of non-programmed decisions. Decision models can already clearly outperform human judges in using data and models to estimate the expected cost of claims for an automotive insurance policy, and it will seemingly be not too long before an autonomous system will be able to effectively and safely drive a car, even in heavy traffic (clearly involving a series of complex data processing models and decisions). How far and in which domains that are useful to human kind can autonomous decision-making go next? What further areas of human judgment can be further modeled, and populated by relevant data so that autonomous models can outperform human judges? The only limit on the autonomous digital decision age is the underlying understanding of how methodologies can be applied to increasingly complex problems. ■

# Update from Home Office

Since the transition of the DSI Home Office from Georgia to Houston, DSI has joined / renewed 600 members. In June 2014, the Home Office reported 1144 active members; today we have 1744 active members in 39 different countries. We saw a major increase in membership in Fall 2014 just before the Annual Meeting. In January 2015, DSI welcomed roughly 300 new international members from the India-Subcontinent region. We hope to continue our membership growth over the next year, especially moving closer to the 2015 Annual Meeting. See the two charts below for more detail.

■



# The 2015 Annual Meeting of the Decisions Sciences Institute (DSI) in Seattle, November 21-23, 2015

The upcoming DSI Annual Meeting in Seattle is organized around two conference pillars: (1) Research, and (2) Education and Professional Development. The theme of the conference is “Decision Sciences in the 21st Century: Theoretical Impact and Practical Relevance” to highlight the increasing importance of research in the decision sciences that creates and advances knowledge and helps define and influence practice in these fields. The conference will feature many interesting papers and abstracts across a variety of tracks in research as well as education. There will also be a number of award competitions, including a new “Lean Enterprise Paper Award,” and a number of professional development events including consortia for senior faculty, junior faculty, and PhD students. For the second year in a row DSI has contracted with a publisher to produce a “Best Papers of the Conference” book to highlight some of the most outstanding papers submitted to the conference. The full breadth conference offerings can be viewed at [www.dsi-annualmeeting.org](http://www.dsi-annualmeeting.org).



## Special Events

A number of special events will be held to provide great opportunities for socializing and networking with old and new colleagues. For some of the events, capacity is limited (\*), so conference attendees interested in participating will need to

register as soon as possible. Many of these events were made possible by donations given by faculty members and/or their colleges/universities. A full list of the generous sponsors of this conference will appear in the October issue of Decision Line. These exciting events are described next in chronological order.



Co-Program Chair:  
**Natasa Christodoulidou**  
of the California State  
University Dominguez  
Hills



Co-Program Chair:  
**Shawnee K. Vickery**  
of Michigan State  
University



### Friday, November 20th, 6 pm: The Underground Seattle Tour\*

DSI attendees and guests can enjoy a walking tour through the aging remnants and ruins of Seattle's original street level — situated below the current streets. Participants will travel back in time and experience life as it was in the 1800s. Registration is limited to the first 40 guests, so arrangements to participate should be made as soon as possible. Price per person for the tour is \$21.50 and a reservation must be made by October 1. Reservations can be made by calling 206-682-4646 between the hours of 8:30am and 5pm Pacific time. The starting point of the tour is an easy 15-20 minute walk from the conference hotel.



### Saturday, November 21st, 6:30 – 8:30 pm: The Welcome Reception

A gala welcome reception will be held at the renowned Museum of Flight in the Personal Courage Wing of the museum for all DSI attendees and their spouses. Private buses will be leaving from the conference hotel starting at 5:30 pm to transport conference attendees to the museum throughout the evening (and back to the conference hotel later on). Food and drinks catered by the renowned McCormick & Schmick will be served starting at 6:30 pm. The Personal Courage Wing is an amazing and enjoyable venue for touring, visiting, and networking.

### Sunday, November 22nd, 12:00 noon: Annual Meeting Luncheon

The annual meeting luncheon, a great networking opportunity, will feature



### Presenter: Marco Benvenuti

Chief Analytics &  
Product Officer and  
Co-Founder at Duetto

Marco Benvenuti. Marco Benvenuti is Chief Analytics & Product Officer and Co-Founder at Duetto, where he directs product vision, direction and implementation. Marco was formerly Executive Director at Wynn and Encore where he founded and managed the Enterprise Strategy Group, in which he led revenue management, data analytics, direct marketing and online channels. Prior to Wynn, Marco worked for Caesars Entertainment, Expedia, and Four Seasons. Marco has patented two unique inventions: the Pricing Engine for one-to-one dynamic pricing and the Enterprise Value Algorithm for calculating the value of every customer.



### Sunday, November 22nd, 6:00 – 7:30 pm:

The International Networking Reception at the Space Needle and visit to Chihuly Gardens and Glass Exhibit\*

The International Networking Reception at the Space Needle is designed to provide a special night at the world famous Space Needle for DSI attendees and guests. The price per person for this event is \$20.00, which includes mono-rail transportation, the Space Needle entrance fee, Chihuly Gardens and Glass Exhibit entrance fee, and a private reception including drinks and hor d'oeuvres. The International Net-

working Reception is focused on providing a social networking forum for conference participants from all over the globe to connect in a relaxed setting to explore opportunities to collaborate in research and education oriented initiatives. The emphasis is on enabling scholars to connect with colleagues from other countries to facilitate research activities such as data collection from different global regions and joint educational initiatives. Capacity is limited so conference attendees will need to register as soon as possible for this event. This event is made possible by generous contributions from Michigan State University's International Business Center and the University of Texas at Dallas Jindal School of Management (JSOM).

### Monday, November 23rd, 6:30 – 9:15 pm

Closing Reception and Awards Dinner Banquet

DSI attendees will be treated to a stellar closing reception and dinner awards banquet at the conference hotel. The reception will provide an opportunity to relax with colleagues over drinks in a luxurious setting, listening to musical entertainment prior to dinner. This is a "dress-up" affair that will be a fun and rewarding experience for all participants. ■

# A Sampling of 2015 DSI Annual Meeting Consortia

The 2015 DSI Annual Meeting will feature several consortia for faculty and PhD students. To provide a flavor of the conference, a sampling of these consortia are highlighted next.

## The Pre-Proposal Defense Consortium

Saturday, November 21, 2015



**Co-Coordinator:**  
**Scott R. Swenseth,**  
University of Nebraska



**Coordinator:** **James Hill,**  
The Ohio State University

**The Doctoral Student Consortium for Pre-Proposal Defense Students** is designed to help guide students in early stages of doctoral programs and prepare them for the dissertation. The consortium incorporates topics ranging from the initial selection of specialization areas and supporting methodological tools to identifying dissertation topics and advisors. Everyone in the profession has had tremendous successes but not without significant hurdles along the way. Each session will incorporate risk awareness and management discussions to help navigate the hurdles and attain success.

Our goal is to help doctoral students succeed in their doctoral programs and academic careers. The format will be panel presentation and open discussion. Above all, the Doctoral Student Consortium for Pre-Proposal Defense Students will provide an initial venture into activity with the Institute and an

opportunity to begin networking with your colleagues from other universities.

## Tentative Program on Saturday, November 21, 2015

Joint Consortia LUNCHEON  
Noon - 1:00 pm

### SESSION 1

The Ph.D. Roadmap: Knowing What to Expect in the Months and Years Ahead  
1:00 - 1:50 pm

Expectations and time commitments for Ph.D. students are among the first hurdles that must be navigated in doctoral programs. Class time, class preparation, meetings with faculty, outside research projects, teaching or research assistant commitments and life in general will fill time quickly. Decisions made early can affect the course of the entire program and even the early career of an academic so it is important to plan carefully early in the doctoral program. As the adage goes, don't make long term decisions with short term information. This session will focus on prioritizing activities, time management, and understanding the impact of decisions over time.

### SESSION 2

Course Selection: Subject Areas and Methodological Tools  
2:00 - 2:50 pm

Determining areas of specialization and making specific course selection decisions will play a major part in preparing a PhD student for comprehensive exams and providing ideas for potential dissertation topics. Each program will have a unique structure and will provide a roadmap of courses and program requirements that will guide you through much of the process. Many programs will have core courses designed to prepare students for areas of specialization in line with faculty expertise. They may

also have specifically defined research methodology tool areas that support their type of research. If so, identifying particular elective courses that match your interests becomes your focus. If not, then it is even more important that you take the course selection process seriously to increase your potential for success. It is important that your choice of research methodologies, which will become your area of expertise for several years, fits the expectations of your future research and the journals where you expect to publish.

### SESSION 3

Entering the Dissertation Stage: Planning Topics, Committee Members and a Timeline  
3:00 - 3:50 pm

The topic selection and completion of your dissertation will do more than complete your degree requirements. It will be front and center in your job search (both the topic and your timeline) and will be fundamental in setting you up for success early in your academic career. First and foremost, you must like your topic. You will be doing research in this area for years in the future, both while you remain in the Ph.D. program and during the early stages of your professional career. Second, your committee members must like your topic. If not, the hurdle you are navigating will be more difficult. Third, the profession must like your topic. Since this topic will be with you well into the future, it isn't enough that the topic is of interest now, it must also be of interest for several years after you complete your program to help land that dream job and to continue to publish in the journals that will be crucial to achieving tenure.

### SESSION 4

Tying it all Together: Time Management, Program Management, and Career Management

4:00 - 4:50 pm

In this session we will bring everything back together and share experiences of risk management that worked, along with some that didn't. We will also cover more general topics like preparing for comprehensive exams and opportunities for involvement in the Institute. Most importantly, we will address questions and concerns you have about doctoral programs that have not been addressed in the earlier sessions.

Summary and Concluding Remarks  
(4:50 - 5:00 pm)

### The Post-Proposal Defense Consortium

Saturday, November 21, 2015



**Co-Coordinator:**  
**Marcus Rothenberger**, University of Nevada Las Vegas



**Co-Coordinator:**  
**G. Keong Leong**, California State University Dominguez Hills

The Doctoral Consortium for Post-Proposal Defense Students is for individuals who are well into their doctoral studies (normally within 1-2 years from graduation). Students pursuing their doctorates in decision sciences, operations management, management information systems, management science, and related business fields are all welcome. The Consortium will include participative and interactive sessions focusing on career goals, research strategies, job search issues, placement services, manuscript reviewing, and promotion and tenure. A tentative program

is shown below.

### Tentative Program on Saturday, November 21, 2015

Joint Consortia LUNCHEON

Noon - 1:00 pm

### SESSION 1

The Job Market

1:00 - 2:00 pm

Finding the right faculty position is an inexact science. It can be a long, challenging, and stressful exercise. This session will provide insights into the entire recruiting process. What is the target of the job search: research-oriented, teaching, private, public, or international institutions? What is the best way to sell yourself? What are the ingredients of a good job interview? This session will help participants answer these questions.

### SESSION 2

The Business of Academia

2:10 - 3:10 pm

This session focuses on the challenges as you transition from doctoral student to Assistant Professor. What is the right balance between research, teaching, service and personal life? How do you prepare for promotion and tenure? A panel of faculty experts will provide their insights into these issues and more in this session.

### SESSION 3

Developing a Strategic Research Plan

3:20 - 4:20 pm

Research is a cornerstone of an academic career. Indeed the pressures to publish are quite apparent and continue to rise. As such developing a research strategy is critical for long-term success. Working in small breakout groups, participants use problem-solving exercises and the help of a breakout session leader to learn how to establish a strategic research plan.

### SESSION 4

### Early Career Expectations

4:30 - 5:00 pm

This session concludes the Consortium by summarizing the key takeaways and addressing any questions participants might have.

To participate in the Doctoral Consortium for Post-Proposal Defense Students, please send an email to both Co- Coordinators by **October 1, 2015**: Marcus Rothenberger (marcus.rothenberger@unlv.edu) and G. Keong Leong (gkleong@csudh.edu). The email may come from the student applicant or, preferably, from the faculty advisor. More importantly, the email should:

1. Introduce the student applicant and explicitly indicate the student's major field of study, progress within the doctoral program, title of dissertation proposal, anticipated graduation date, and contact email information
2. Attach the current curriculum vita of the student

Applications received after **October 1, 2015** will be considered only if space is available.

Consortium participants must register for the annual meeting and will be recognized at the 2015 Annual Meeting with a special designation on their name badges. Applications and questions about the 2015 Doctoral Student Consortium for Post-Proposal Defense Students can be directed to the Co- Coordinators.

### Mid-Career Faculty Development Consortium



**Co-Coordinator:**  
**Gyula Vastag,**  
National University of  
Public Service, Hungary



**Co-Coordinator:**  
**Amit Eynan,** Univer-  
sity of Richmond

Once tenured, faculty are presented with new opportunities to enhance their career and contribute to their institutions and the profession. The main objective of the Mid-Career Faculty Development Consortium (MCFDC) is to assist faculty who have recently passed one of the most important milestones, tenure, plan a fulfilling and rewarding career. In this consortium we will discuss these opportunities within research, pedagogy and administration to help participants figure out which directions are best for them. Participation in the MCFDC is limited. Priority will be given to applications received by October 1, 2015. Applications received afterwards will be considered on a space-available basis. Additional information and registration instructions are available at

<http://dsi-annualmeeting.org/wp-content/uploads/2013/12/2015-Mid-Career-Faculty-Development-Consortium.pdf>

### The DSI Making Statistics More Effective in Schools of Business (MSMESB) Consortium



**Co-Coordinator:**  
**Robert L. Andrews,**  
Virginia Common-  
wealth University



**Co-Coordinator:**  
**Kellie Keeling,**  
University of Denver

The DSI Making Statistics More Effective in Schools of Business (MSMESB) Specific Interest Group (SIG) is organizing a series of invited sessions that will be part of a consortium at the 2015 DSI Annual Meeting. These sessions are targeted for those with an interest in current practices in the areas of analytics and statistics instruction. The sessions will be led by a mixture of faculty and practicing professions. For each session the leaders are instructed to allow time for audience interaction and discussion on the topics being presented. This structure allows attendees to make contact with others with experience in an area of interest to the attendee.

It is noteworthy that JMP/SAS, Minitab, IBM and Tableau have committed to providing speakers and we are awaiting a commitment from Microsoft. The workshop will offer an interesting set of sessions covering a variety of topics from instruction in the introductory business statistics class to leading edge tools and techniques for analytics and work with the AACSB to create a Business Analytics Council.

### The Project Management Consortium



**Co-Coordinator:**  
**Gary Klein, Uni-**  
**versity of Colorado,**  
**Colorado Springs**



**Co-Coordinator:**  
**Jayant Saraph,**  
Metropolitan State  
University



**Co-Coordinator:**  
**Susan Misterek,**  
Metropolitan State  
University

Once again, the Project Management Institute has partnered with DSI to create sessions of interest in both the Research Pillar and the Education and Professional Development Pillar. As the interest in project management grows throughout industries, professions, and universities, the sessions at the DSI Annual Meeting provide a forum to interact with others doing new studies in project management and those who have incorporated project management into curricula in both management and engineering.

Research accepted for presentation include applications in information systems, health care, consulting, and supply chains. Methodological and theoretical topics include risk management, critical chains, knowledge management, contracting, and earned value. There are also panels planned on teaching tips, publishing in the Project Management Journal, and online resources for instructional support. Of particular note, a roundtable of researchers will discuss perspectives and opportunities for cross disciplinary research with project management and the more commonly held disciplines in the Decision Sciences.

46th Annual Meeting

**SEATTLE**  
.....

November 21 - 23, 2015

### A Sampling of 2015 DSI Annual Meeting Workshops

A number of informative and insightful workshops will be held. Several of them are featured below to provide a sample of these events for conference participants.

#### The "How to Publish in Top-tier Journals" Workshop



**Coordinator/  
Presenter: Ram  
Narasimhan,**  
Michigan State Uni-  
versity



**Presenter: Dan  
Guide,**  
Penn State University



**Presenter: Morgan  
Swink,**  
Texas Christian Uni-  
versity



**Presenter: Jeet  
Gupta,**  
University Alabama -  
Huntsville

This workshop will address strategies for publishing successfully in top-tier journals in the decision sciences. The requirements for publishing in top-tier journals are constantly evolving as our disciplines evolve, but what constitutes sound research remains unaltered. Rigor, relevance and research methods are still fundamentally important for researching interesting questions. Good research starts with an interesting research ques-

tion, the answer to which will yield new insights and make a substantial contribution to the relevant body of knowledge. This has to be followed by a well-conceived plan for executing the research. Methodological approaches might vary depending on insights sought by the researcher. Doing good research takes time and patience. "Learning by doing" is no more relevant than in doing good research. Fundamental principles concerning excellence in research, however, can be learned. Acquainting yourself with these principles early in your career can be extremely useful in achieving publishing success. This special workshop/panel session, chaired by Ram Narasimhan, will feature Jeet Gupta of University of Alabama, Morgan Swink of Texas Christian University, and Dan Guide of Penn State University.

All presenters are well-known scholars in the decision sciences and have extensive editorial experiences. The presenters will address what constitutes research competence and how to acquire it. Their presentations will stress both the science and art of publishing in top-tier journals. Members of the audience will have an opportunity to ask questions and engage the presenters in a dialogue at the end of the formal presentations. This special session would be of interest to doctoral students as well as early-career, junior faculty who aspire to publishing in top-tier journals.

#### The DSI Making Statistics More Effective in Schools of Business (MSMESB) Consortium



**Co-Coordinator:  
Robert L. Andrews,**  
Virginia Common-  
wealth University

This workshop is designed to help you realize your desire to become editor of a journal in your discipline at a future point in your career. The workshop will help you to understand the importance

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SEATTLE

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November 21 - 23, 2015

of excellent reviewing in achieving such a goal and the actions you can take as a reviewer to make yourself stand out and potentially be tapped for editorship of a core disciplinary journal. Participants will interact with workshop leaders who are former and current editors of major disciplinary journals in the decision sciences to uncover what to do and what not to do in how they complete their reviewing tasks. Johnny Rungtusanatham of The Ohio State University is the coordinator of this workshop.

#### The Meet the Editors of Decision Sciences Journal Workshop



**Coordinator: Tom  
Stafford,**  
Memphis State Uni-  
versity

The Decision Sciences Journal is undergoing significant changes and improvements as we expand our coverage and operation to both broaden impact and improve range of coverage for our constituents.

This session will be for purposes of informing interested authors and readers about our newly expanded editorial areas and strategic initiatives. We will also be discussing the DSI Board initiative to reduce review cycle time as a strategic initiative to increase journal response and stature.

Of particular interest to participants may be the new initiatives covering the emerging healthcare area and business analytics. We are also interested in fostering dialogue with journal constituents about how the journal may better serve their needs.

See 2015 DSI ANNUAL CONFERENCE, page 4

## Italy Hosts 6th EDSI Annual Conference

This year the holiday resort of Taormina in Sicily was the venue of the sixth annual conference of the European Decision Science Institute (EDSI). The conference was chaired by Carmela Di Mauro, who will become EDSI President on July 1st, and organized by the University of Catania.

The meeting brought together one hundred decision science scholars not only from Europe but also from other continents, with over thirty delegates from the United States.

The conference opened up on Sunday May 31st with a highly successful Doctoral Consortium organized jointly by Marco Sartor from the University of Udine in which seven doctoral students discussed their research work with senior faculty members. The DC was opened by a brilliant speech jointly delivered by former DSI presidents Krishna Dhir and Keong Leong on how to transition from doctoral student to faculty member.

The theme of this year conference “Decision Sciences for the Service Economy” was introduced by the first keynote speaker, Martin Spring, from Lancaster University in the UK. Martin gave an insightful presentation of the state of the art on Service OM and traced the way ahead for this discipline.

This year’s EDSI conference innovated with respect to previous ones, in that it aimed to establish opportunities for closer interactions and networking between scholars on the one hand and business on the other. In the “Live Case studies” session, the quality manager from the renowned Italian coffee brand Illycaffè discussed the implementation of Six Sigma at Illy, while the Purchasing Vice-President of Shaeffler industries presented supplier integration practices at his company. Marina Collautti of Generali Group, one of the key players in the insurance markets discussed the strategic changes her company has had to face in transforming from an Italian based



View from the conference venue in Taormina - Credit: Krishna Dhir

company to a global company.

In spite of its small size, the EDSI conference attempted to mimic the variety of events of the general DSI conference. In addition to the standard parallel sessions, the conferences hosted one workshop on new statistical modeling techniques and one on big data, both sponsored and run by SAS/JMP, teaching sessions, one special track, and four panels. DSI members generously and actively contributed to the success of

the panels. The success of the conference can certainly be considered the result of the joint effort of the whole DSI community. Thanks are due to Krishna Dhir, Lori Franz and Hope Baker for organizing the panel on Accreditation and student learning, to Ram Narasimhan for chairing the panel on Global supply chain performance, to Kathleen McFadden for contributing to the Healthcare Challenges panel, and to Constantin Blome, Johnny Rungtusanatham,



DSI members at conference opening reception (May 31st) - Credit: Krishna Dhir

George Zsidisin, and Xiande Zhao for the panel on publishing in top journals.

On a different note, keeping in the tradition of past EDSI conferences (Tamás Vicsek, head of the Statistical and Biological Physics research group of the Hungarian Academy of Sciences was an EDSI keynote at Budapest in 2013), another full time physicist, Andrea Rapisarda from University of Catania, gave a thought provoking speech on promotion strategies in hierarchical organizations, and on the potential benefits of random promotions with respect to meritocratic ones.

The conference also provided different occasions for socialization and networking among conference participants outside formal activities. The terrace and lounge of Hotel Villa Diodoro, the conference venue, were the perfect setting for exchanging ideas with colleagues and planning new projects, either watching the blue of the Mediterranean Sea, or watching the sun go down behind Mount Etna, the highest active volcano in Europe and a breathtaking sight from the hotel.

Wednesday June 3rd, the closing day of the conference, was entirely dedicated to optional activities: the day started with a visit of Mount Etna. The international award winning Benanti wineries were our next stop to learn about wine making techniques, and the international market for Sicilian quality wines. Our last stop was the old town in Catania, with its fascinating baroque squares and the beautiful Rector's palace of University of Catania.

Two best paper awards were conferred during the conference. The EDSI 2015 conference best paper was assigned to:

"Diffusion of service innovations in multi-unit organizations – a system dynamics perspective"

By Xiande Zhao, Jinyu Yang, Ying Qian, Qiang Wang from CEIBS in China.

The Journal of Purchasing and Supply Management best paper went to:

"Does the supplier involvement affect manufactures' sustainability?"



Keynote speech June 1st. Martin Spring, Lancaster University UK - Credit: Marco Sartor

By Lujie Chen and Ou Tang from Linköping University in Sweden.

Next year the EDSI conference will take the DSI community to Finland and Sweden in one go, opening on May 24th 2016. The 2016 conference, organized by Markku Kuula, immediate past president of EDSI, is hosted by Aalto University, the Hanken School of Economics in Helsinki and the National Defense University of Finland. The original venue for this EDSI event will be a cruise ship navigating between Helsinki and Stockholm, offering confer-

ence delegates the possibility of visiting both these beautiful cities. We hope you will join EDSI 2016 and propose innovative activities for the conference.

Gyula Vastag ■



Women Group: Visit of Mount Etna (June 3rd). From left to right: Wendy Tate, Hope Baker, Kathleen McFadden, Lori Franz, Lynn Leong, Jane Hartley, Joy Field, Carmela Di Mauro – Credit: Carmela Di Mauro

# Northeast Decision Sciences Institute (NEDSI) 2015 Annual Conference Recap

NEDSI 2015 was held March 20-22, 2015 at the Hotel Marlowe in Cambridge, MA – just across the Charles River from Boston. Despite the record-setting snowfall in the Boston area this past winter, close to 250 people attended the conference from the Northeast region and throughout the United States, as well as from Europe and Asia.

Academics and practitioners presented papers, panels, and workshops in 16 different decision sciences tracks covering business research, case development and teaching, and innovative education. A number of outstanding papers and student presentations received awards, including a new award for the Best Case and Teaching Note in Project Management: The Soft Side, sponsored by the Project Management Institute. The award winners are:



Jessica Matosky, Richard Briotta, and Cara Gardner, Best Contribution to Theory award recipients, with Joy Field, NEDSI 2015 conference chair and John Affisco, NEDSI president

## Best Application of Theory

“Promotion Planning through an Optimization Lens; From Theory to Practice”

Georgia Perakis (MIT)

Maxime Cohen (MIT)

Zachary Leung (Carnegie Mellon University)

Kiran Panchamgam (Oracle)



Welcome Reception at Hult International Business School

## Best Contribution to Theory

“Gaps in Knowledge Management: Identification and Remedies”

Richard Briotta (Bay Path University)

Cara Gardner (Bay Path University)

Jessica Matosky (Bay Path University)

## David M. Levine Best Paper in Innovative Education

“Exploring Digital Games as a Research and Educational Platform for Replicating Experiments”

Steven Sutherland (Northeastern University)

Casper Harteveld (Northeastern University)

Gillian Smith (Northeastern University)

Joseph Schwartz (Northeastern University)

Cigdem Talgar (Northeastern University)

## Best Case and Teaching Note in Project Management: The Soft Side

“Healthcare.gov (A): Trick or Treat?”

Janis Gogan (Bentley University)

Ashok Rao (Rochester Institute of Technology (retired))

Elizabeth Davidson (University of Hawaii)

## Best Student Presentation – Undergraduate

“The Future Challenges: The Global Auto Industry”

Francesca Montemarano (Roger Williams University)

“Supplier Selection Criteria and the Triple Bottom Line”

Amy Terracciano (Bryant University)

## Best Student Presentation – Masters

“Gaps in Knowledge Management: Identification and Remedies”

Cara Gardner (Bay Path College)

Jessica Matosky (Bay Path College)



Janis Gogan, Best Case and Teaching Note in Project Management award recipient with Carla Messikomer, Project Management Institute

## Best Student Presentation - PhD

“Empty railcar distribution problem as a multi-commodity capacitated network flow model”

Ruhollah Heydari (Northeastern University)

“Vendor Managed Inventory (VMI) as a Collaborative Supply Chain Relationship: A Dependence Perspective”

Mehmet G. Yalcin (University of Rhode Island)

Other conference highlights include a Welcome Reception at Hult International Business School in Cambridge on Friday evening, March 20 and the President's Reception and Awards Ceremony at the Hotel Marlowe on Saturday evening, March 21.

Looking forward... NEDSI 2016 is being held in Alexandria, VA next March 31-April 2. We hope you can join us there! ■

# 2016 NEDSI Annual Conference Alexandria, Virginia

Thursday, March 31 – Saturday Night, April 2, 2016

## Call for Papers

### MEETING ANNOUNCEMENT

The NEDSI 2016 conference will be held at the Hilton Alexandria Old Town in Alexandria, Virginia, on March 31-April 2, 2016. Registration will start on Wednesday afternoon, March 30th. The sessions will start on Thursday morning, March 31st and will continue through Saturday evening, April 2nd. The gala dinner and award ceremony will be held on Saturday night, April 2nd.

### CALL FOR PAPERS

Competitive papers or detailed abstracts and proposals for symposia, tutorials and workshops are invited for

submission. The **submission deadline is December 1st, 2015**. Our CMS site will **open for submissions of papers on July 20, 2015**.

Sessions involving practitioners will be given special consideration. Submissions will be blind refereed and accepted submissions will be published

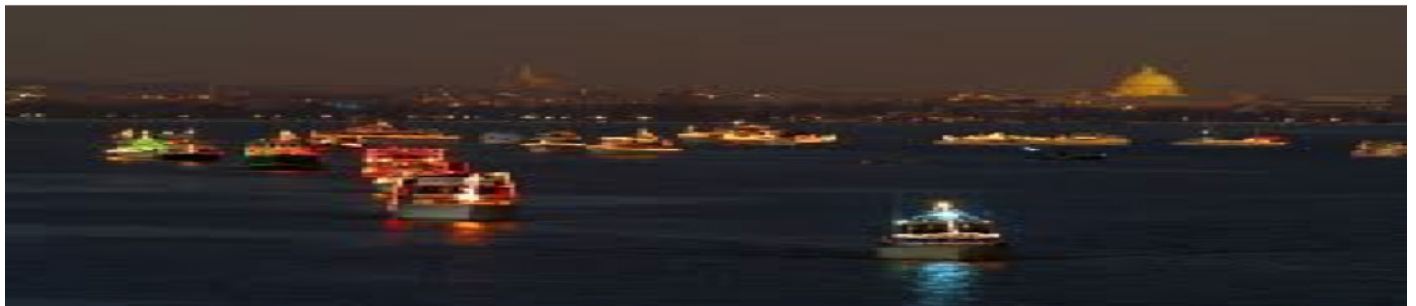
in the Conference Proceedings. By submitting a manuscript, the authors certify that it is not copyrighted or previously published, has not been presented or accepted for presentation at another professional meeting. ■

Any question, please contact:  
Dr. Pedro Reyes  
NEDSI 2016 Program Chair  
Baylor University  
Hankamer School of Business  
Waco, TX 76798-8006  
Tel: 254-710-7804  
Email: [pedro\\_reyes@baylor.edu](mailto:pedro_reyes@baylor.edu)

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

### PROGRAM TRACKS

- Accounting
- Asian Studies
- Business Law
- Case Studies
- Corporate Social Responsibility & Business Ethics
- e-Commerce
- Economics
- Entrepreneurship
- Finance & Financial Management
- Health Care Management
- Human Resources Management
- Information Technology & Security
- Innovative Education
- International Business
- Knowledge Management
- MS/ OR: Techniques, Models & Applications
- Manufacturing Management
- Marketing: Theory, Application & Practice
- Negotiation
- New Prod Dev & Project Mgt
- Organization Behavior & Org Theory
- Quality & Productivity
- Service Management
- Social Media
- Sport & Entertainment Management
- Statistics & Decision Analysis
- Strategy
- Supply Chain Management
- Sustainability



# Western Decision Sciences Conference (WDSI) 2016 Las Vegas, April 5-9

Dear WDSI friends,

Our website, <http://wdsinet.org/>, is now open and waiting for your submissions!

Please join us, April 5-9, 2016 In Las Vegas, for one of the most fantastic conferences you will have the opportunity to attend next year, the Western Decision Sciences Institute (WDSI) Conference 2016!



Please see the details on the Call for Papers that follows. We have introduced some new tracks for research submissions along with offering the opportunity to submit your research to one of our traditional well established tracks.

Networking events that will be included in the conference program and registration fee in Las Vegas next year 2016 include:

**Tuesday, April 5th afternoon:**

Afternoon roundtable Ph.D. Students research symposium – faculty and Ph.D. Students, faculty, associate deans, and deans, interested in exploring potential research opportunities and networking in roundtable sessions are invited to attend – please contact Vijay Kannan ([dsjie.editor@gmail.com](mailto:dsjie.editor@gmail.com)) or Keong Leong ([gkleong@csudh.edu](mailto:gkleong@csudh.edu)) for reserving a spot! Gourmet drinks and snacks will be abundant throughout the afternoon.

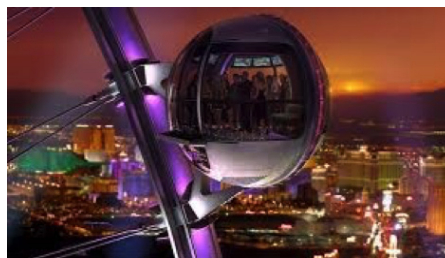
**Wednesday, April 5th Evening:**

Platinum Resort Rooftop Evening Welcome Networking Reception with food and drinks with a Spectacular View of the Las Vegas Skyline!



**Thursday, April 6th Evening:**

Evening Networking Reception with Food and Drinks and Private Ride at the High Roller, the Highest Ferris Wheel in the World.



**Thursday, April 7th Evening:**

Wicked Spoon Networking Dinner and Drinks at the Best Buffett in the World at the Cosmopolitan Resort! Seven fine dining experiences in one place!



**Friday, April 8th:**

Gourmet Awards Networking Luncheon by the pool at the Platinum Resort and Spa!

All these events are included with your conference registration fee of \$320! We have a very limited number of rooms available at the conference hotel, the Plati-

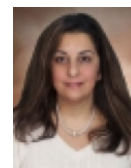
num Resort and Spa, [www.theplatinumhotel.com](http://www.theplatinumhotel.com), an ALL SUITES hotel. If you are interested in a luxurious suite, you need to call in at 702 365 5000 and ask for the WDSI rate of \$139. A block from the Strip, this modern, all-suite hotel is a short walk from the Flamingo / Caesars Palace Station of the Las Vegas Monorail. Sophisticated suites have **free WiFi**, full kitchens, living areas, **walk-out balconies** and flat-screen TVs. **There are no resort fees.** Perks include indoor and outdoor pools, a fitness center, and through the conference rate **COMPLIMENTARY ACCESS TO THE AWARD WINNING SPA.**

Please share the events with your colleagues as to build excitement and submit papers, abstracts, manuscripts, special sessions and workshops, for our conference next year!

Any questions, please email me at [nchristodoulidou@csudh.edu](mailto:nchristodoulidou@csudh.edu) or call me at 702 292 3952, Monday through Friday between 10am and 6pm Pacific time.

Thank you in advance for submitting your academic work at what we promise you to be a great research and educational conference in Las Vegas!

Warm Regards,



Natasa  
Natasa Christodoulidou,  
Ph.D.

Program Chair of the Western  
Decision Sciences Conference  
Las Vegas 2016

Director of the Hospitality Technology Research  
Institute (HTRI)

Associate Professor, Department of Management  
and Marketing, College of Business Administra-  
tion and Public Policy, California State Univer-  
sity Dominguez Hills

[Nchristodoulidou@csudh.edu](mailto:Nchristodoulidou@csudh.edu) ■

# WESTERN DECISION SCIENCES INSTITUTE

## Forty-Fifth Annual Meeting

April 5th – April 9th, 2016

*The Platinum Resort & Spa, Las Vegas*  
211 East Flamingo Road,  
Las Vegas, Nevada, 89169 USA

*Submission Deadline: October 1, 2015*

Competitive papers are invited in, but not limited to, the topic areas listed. **No author information should be included with the paper that is submitted.** Qualified individuals will referee papers submitted through a double blind peer review process. In addition, we welcome the submission of one-page single-spaced research abstracts (about 900 words), which will not be subject to blind review. Acceptance of abstracts and papers are subject to final approval by the Track Chairs / Program Chair. Accepted papers and abstracts of authors who have registered for the conference will be published in the Proceedings (available in CD-ROM format only) and scheduled for presentation at the annual meeting. Paper submission acknowledges that the author(s) will register for and attend the conference and personally present the accepted paper at the time specified in the conference program. Publication in the program Proceedings of multiple papers by the same author will be subject to extra page charges. Copyright of the papers stay with the author(s).

All complete papers will be considered for the Alpha Iota Delta, the Decision Sciences and Information Systems Honor Society, Best Paper Awards in the following categories:

- Best Application Paper
- Best Case Studies Paper
- Best Environmental Issues Paper
- Best Interdisciplinary Paper
- Best Theoretical / Empirical Research Paper

In addition, awards will be given for the best undergraduate student paper and the best graduate student paper. To be

considered for the student paper award, students need to submit their paper in the student track. All awards will be presented at the conference luncheon. Proposals for cases, workshops, symposia, colloquia, panels, tutorials on current topics of interest, and other special sessions, are also invited in all Tracks. Please contact the Program Chair or the appropriate Track Chair to indicate your interest in a topic area.

## WDSI OFFICERS 2015-2016

- ♦ **President:** Debbie Gilliard, Metropolitan State University Denver, 303-556-4682  
*gilliard@msudenver.edu*
- ♦ **President-Elect:** John E. Bell, University of Tennessee, 865-974-8397  
*bell@utk.edu*
- ♦ **Program Chair/Vice President for Programs/Proceedings Editor:** Natasa Christodoulidou, California State University-Dominguez Hills, 702-292-3952  
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- ♦ **Vice President for Programs-Elect:** Albert Huang, University of the Pacific, 209-946-7494  
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- ♦ **Vice President for Member Services:** Omer Benli, CSU Long Beach, 562-985-7696  
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- ♦ **Secretary/Treasurer:** Sheldon R. Smith, Utah Valley University, 801-863-6153  
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- ♦ **Director of Information Systems:** Salem Boumediene, Montana State University - Billings, 406-657-1605  
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- ♦ **Immediate Past President:** Hamdi Bilici, California State University,

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*biliciinfo@yahoo.com*

## TOPIC AREAS AND TRACK CHAIRS FOR 2016

- ♦ **Accounting:** Khaled Abdou, Penn State University-Berks College  
*khaled@psu.edu*
- ♦ **Business Environment - Strategy, Policy, Law, Ethics:** John Bagby, Pennsylvania State University  
*jbagby@ist.psu.edu*
- ♦ **Cases, Workshops, and Special Sessions:** Melissa St. James and Cary Countryman, CSUDH and BYU Hawaii  
*mstjames@csudh.edu*  
*cary.countryman@byuh.edu*
- ♦ **Data Driven Decision Making:** Dorota Huizinga and Marcus Rothenberger, California State University DH and University of Nevada Las Vegas  
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*marcus.rothenberger@unlv.edu*
- ♦ **Entrepreneurship and Small Business Management:** Cynthia Sutton, Metropolitan State University  
*suttoncy@msudenver.edu*
- ♦ **Hospitality Management and Marketing:** Natasa Christodoulidou and G. Keong Leong, California State University-Dominguez Hills  
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*gkleong@csudh.edu*
- ♦ **Finance:** K. C. Chen and Lidija Dedi, California State University – Fresno and University of Zagreb, Faculty of Economics & Business  
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*lidija.dedi@efzg.hr*
- ♦ **Innovative Education:** Rhonda Rhodes and Larisa Preiser-Houy,

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 rrrhodes@Mahyacpp.edu  
 lpreiser@cpp.edu

♦ **International Business:** Burhan Yavas and Cihan Cobanoglu, CSU Dominguez Hills and University of South Florida Sarasota-Manatee  
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 cihan@cihan.org

♦ **Internet and e-Business:** David C. Yen and Albert H. Huang, SUNY Oneonta, University of the Pacific  
 David.Yen@oneonta.edu  
 ahuang@uop.edu

♦ **Investments:** Pia Gupta, California State University Long Beach  
 Pia.Gupta@csulb.edu

♦ **Management, Organizational Behavior, and Human Resource Management:** Orie Berezan, CSU-Dominguez Hills, and Daniel Connolly, and University of Denver  
 oberezan@csudh.edu  
 Connolly@du.edu

♦ **Management Information Systems and Business Analytics:** Abbas Heiat, Montana State University-Billings  
 aheiat@msubillings.edu

♦ **Management Science and Quantitative Methods:** Seong-Jong Joo, Central Washington University-Des Moines  
 JooS@cwu.edu

♦ **Marketing:** Jacquelyn Warwick and Meng Zhao, Andrews University and CSUDH  
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 mzhao@csudh.edu

♦ **Military Applications:** Jay Simon and Jeff Ogden, Naval Postgraduate School and AFIT  
 jrsimon@nps.edu  
 Jeffrey.ogden@afit.edu

♦ **Operations, Logistics and Supply Chain Management:** Stanle Griffis and Ulrich Schmelze, Michigan

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 uschmelz@utk.edu

♦ **Public Policy and Public Administration:** Theodore Byrne and Rui Sun, CSUDH  
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 rsun@csudh.edu

♦ **Simulation and Modeling:** Mahyar Amouzegar and Khosrow Moshirvaziri, California State University - Long Beach and Cal Poly Pomona  
 mahyar@cpp.edu  
 moshir@csulb.edu

♦ **Sports Entertainment Management and Marketing:** Yann Abdourazakou  
 CSUDH  
 yabdurazakou@csudh.edu

♦ **Student Papers:** Carola Raab (Graduate Student Papers) and Thomas Norman (Undergraduate Student Papers), University of Nevada Las Vegas and CSUDH  
 carola.raab@unlv.edu  
 tnorman@csudh.edu  
 (papers may have faculty co-authors who have given input, but the main author should be a student and main idea should be the student's— please identify the student as a graduate or undergraduate)

**Local Arrangements Coordinator:** Marcus Rothenberger, University of Nevada Las Vegas, marcus.rothenberger@unlv.edu

### COUNTRY CONTACTS

WDSI is an international organization and has representatives in several countries outside the United States. For more information on the activities of WDSI and its annual meeting, international contributors are invited to contact the country contact in their country or the Vice President

for Member Services. Additional information can also be found on the WDSI website ([www.wdsinet.org](http://www.wdsinet.org)).

♦ **Australia:** Michael McGrath, Victoria University, +61 3 9919 4627  
 Michael.McGrath@vu.edu.au

♦ **China, Hong Kong, Taiwan:** Shin-Yuan Hung and Yue "Jeff" Zhang, National Chung Cheng University, California State University-Northridge, +886-5-2720411, ext. 34601, 818-677-6050  
 syhung@mis.ccu.edu.tw  
 jeff.zhang@csun.edu

♦ **Dubai, United Arab Emirates, and the Indian subcontinent:** Ivan Ninov and Sanjay Nadkarni, Emirates Academy, +971 4 315 5555,  
 van.Ninov@emiratesacademy.edu  
 Sanjay.Nadkharni@emiratesacademy.edu

♦ **Europe:** Nicos Kartakoullis and Alexis Saveriades, University of Nicosia and Cyprus University of Technology, +357 22 841 500 ext.608  
 kartakoullis.n@unic.ac.cy  
 alexis.saveriades@cut.ac.cy

♦ **Mexico:** Alfred Hagan, Pepperdine University, 310-568-5500, fax:310-568-5778  
 alfred.hagan@pepperdine.edu

♦ **New Zealand:** John Davies, Victoria University of Wellington, +64-4-463-5382, fax: +64-4-463-5084  
 john.davies@vuw.ac.nz

♦ **Vietnam:** Ta Loi, National Economics University, Hanoi +84-98-369-6032  
 loitv@neu.edu.vn

### MEETING FACILITIES

Our contract with the conference hotel allows us to use the meeting space without charge and without penalties if we meet certain criteria, including that our group uses a minimum number of room nights in the hotel (covered

by your usage of the hotel). WDSI is heavily penalized if we don't meet these minimum room requirements. Therefore, it is very important to have conference participants stay in the conference hotel. We have negotiated an attractive hotel rate for the group that includes complimentary Internet access, complimentary fitness center access, free parking, **and complimentary award winning spa access.**

### INSTRUCTIONS FOR CONTRIBUTORS

All manuscripts and proposals for the WDSI 2015 Annual Meeting must be submitted electronically. To submit your paper, please go to the WDSI home page ([www.wdsinet.org](http://www.wdsinet.org)) and click on the Online Submission link. Follow the directions provided there to enter your paper and author information and upload your document. **Note:** The submission site will be activated on **June 16, 2015**, with a submission deadline of **October 1, 2015**. Authors will be notified of manuscript acceptance/rejection by **December 15, 2015**. Accepted papers will be included in the proceedings only if at least one author is registered for the conference by the deadline for proceedings submissions, **January 20, 2016**.

Papers and abstracts accepted for presentation will be scheduled during sessions throughout the day on Wednesday and Thursday or on Friday morning. Please plan to present your paper when it is scheduled. It is too difficult to accommodate requests for changes.

Abstracts will not be blind reviewed. However, they should contain enough detail so that the track chair can determine if they are appropriately rigorous for presentation. Also, the detail will help the track chairs and program chair place them in an appropriate session.

When you submit your paper or abstract to the electronic submission system and later when you register for the conference, please be careful as you

enter information, as much of it is used directly in preparing the

Proceedings and the Program. Please **DO NOT** use all upper case or all lower case letters. For the title of your paper, use Proper Case (first letter of each word capitalized except for minor words; capitalize minor words at the start of the title). **DO NOT** enclose the title in quotation marks. Capitalize only the first letter of your first, middle, and last names. Spell out the official name of your institution; do not abbreviate. Capitalize the first letter of each word of your institution's name, as you would normally see it. The abstract of your paper should be in sentence case (first letter of each sentence and proper nouns capitalized).

The page allowance for the Proceedings is as follows for papers which are accepted and for which a registration fee is paid: six pages for full papers and two pages for abstracts. An extra page fee will be charged for papers beyond these limits. Also, the page allowance is for each registration, so an author who has more than one paper or abstract accepted will be subject to extra page charges for papers beyond the first unless a co-author is also a separate registrant for the conference. ■

## PAST DSI PRESIDENTS

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2014-2015 - Marc Schniederjans, University of Nebraska-Lincoln  
2013-2014 - Maling Ebrahimpour, University of South Florida-St. Petersburg  
2012-2013 - E. Powell Robinson, Jr., University of Houston  
2011-2012 - Krishna S. Dhir, Berry College  
2010-2011 - G. Keong Leong, University of Nevada, Las Vegas  
2009-2010 - Ram Narasimhan, Michigan State University  
2008-2009 - Norma J. Harrison, Macquarie Graduate School of Management  
2007-2008 - Kenneth E. Kendall, Rutgers University  
2006-2007 - Mark M. Davis, Bentley University  
2005-2006 - Thomas E. Callarman, China Europe International Business School  
2004-2005 - Gary L. Ragatz, Michigan State University  
2003-2004 - Barbara B. Flynn, Indiana University  
2002-2003 - Thomas W. Jones, University of Arkansas-Fayetteville  
2001-2002 - F. Robert Jacobs, Indiana University-Bloomington  
2000-2001 - Michael J. Showalter, Florida State University  
1999-2000 - Lee J. Krajewski, University of Notre Dame  
1998-1999 - Terry R. Rakes, Virginia Tech  
1997-1998 - James R. Evans, University of Cincinnati  
1996-1997 - Betty J. Whitten, University of Georgia  
1995-1996 - John C. Anderson, University of Minnesota-Twin Cities  
1994-1995 - K. Roscoe Davis, University of Georgia  
1993-1994 - Larry P. Ritzman, Ohio State University  
1992-1993 - William C. Perkins, Indiana University-Bloomington  
1991-1992 - Robert E. Markland, University of South Carolina  
1990-1991 - Ronald J. Ebert, University of Missouri-Columbia  
1989-1990 - Bernard W. Taylor, III, Virginia Tech  
1989-1990 - Bernard W. Taylor, III, Virginia Tech  
1988-1989 - William L. Berry, Ohio State University  
1987-1988 - James M. Clapper, Aladdin TempRite  
1986-1987 - William R. Darden, Deceased  
1985-1986 - Harvey J. Brightman, Georgia State University  
1984-1985 - Sang M. Lee, University of Nebraska-Lincoln  
1983-1984 - Laurence J. Moore, Virginia Tech  
1982-1983 - Linda G. Sprague, China Europe International Business School  
1981-1982 - Norman L. Chervany, University of Minnesota-Twin Cities  
1979-1981 - D. Clay Whybark, University of North Carolina-Chapel Hill  
1978-1979 - John Neter, University of Georgia  
1977-1978 - Charles P. Bonini, Stanford University  
1976-1977 - Lawrence L. Schkade, University of Texas-Arlington  
1975-1976 - Kenneth P. Uhl, Deceased  
1974-1975 - Albert J. Simone, Rochester Institute of Technology  
1973-1974 - Gene K. Groff, Georgia State University  
1972-1973 - Rodger D. Collons, Drexel University  
1971-1972 - George W. Summers, Deceased  
1969-1971 - Dennis E. Grawoig, Deceased

## CURRENT DSI FELLOWS

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Adam, Everett E., Jr.	Franz, Lori S.	Latta, Carol J.*	Schroeder, Roger G.
Anderson, John C.	Ghosh, Soumen	Lee, Sang M.	Simone, Albert J.
Benson, P. George	Glover, Fred W.	Luthans, Fred	Slocum, John W., Jr.
Beranek, William	Gonzalez, Richard F.	Mabert, Vincent A.	Smunt, Timothy
Berry, William L.	Grawoig, Dennis E.*	Malhotra, Manoj K.	Sobol, Marion G.
Bonini, Charles P.	Green, Paul E.	Malhotra, Naresh K.	Sorensen, James E.
Brightman, Harvey J.	Groff, Gene K.	Markland, Robert E.	Sprague, Linda G.
Buffa, Elwood S.*	Gupta, Jatinder N.D.	McMillan, Claude	Steinberg, Earle
Cangelosi, Vincent*	Hahn, Chan K.	Miller, Jeffrey G.	Summers, George W.*
Carter, Phillip L.	Hamner, W. Clay	Monroe, Kent B.	Tang, Kwei
Chase, Richard B. C	Hayya, Jack C.	Moore, Laurence J.	Taylor, Bernard W., III
hervany, Norman L.	Heineke, Janelle	Moskowitz, Herbert	Troutt, Marvin D.
Clapper, James M.	Hershauer, James C.	Narasimhan, Ram	Uhl, Kenneth P.*
Collons, Rodger D.	Holsapple, Clyde	Neter, John	Vakharia, Asoo J.
Couger, J. Daniel*	Horowitz, Ira	Nutt, Paul C.	Vazsonyi, Andrew*
Cummings, Larry L.*	Houck, Ernest C.*	Olson, David L.	Voss, Christopher A.
Darden, William R.*	Huber, George P.	Perkins, William C.	Ward, Peter T.
Davis, K. Roscoe	Jacobs, F. Robert	Peters, William S.	Wasserman, William
Davis, Mark M.	Jones, Thomas W.	Philippatos, George C.	Wemmerlov, Urban Wheelwright, Steven C.
Day, Ralph L.*	Kendall, Julie E.	Ragsdale, Cliff T.	Whitten, Betty J.
Digman, Lester A.	Kendall, Kenneth E.	Raiffa, Howard	Whybark, D. Clay
Dock, V. Thomas	Keown, Arthur J.	Rakes, Terry R.	Wicklund, Gary A.
Ebert, Ronald J.	Khumawala, Basheer M.	Reinmuth, James R.	Winkler, Robert L.
Ebrahimpour, Maling	Kim, Kee Young	Ritzman, Larry P.	Woolsey, Robert E. D. Wortman, Max S., Jr.*
Edwards, Ward	King, William R.	Roth, Aleda V.	Zmud, Robert W.
Evans, James R.	Klein, Gary	Sanders, Nada	<b>* Deceased</b>
Fetter, Robert B.	Koehler, Anne B.	Schkade, Lawrence L.	
Flores, Benito E.	Krajewski, Lee J.	Schniederjans, Marc J.	
Flynn, Barbara B.	LaForge, Lawrence	Schriber, Thomas J.	

In order for the nominee to be considered, the nominator must submit in electronic form a full vita of the nominee along with a letter of nomination which highlights the contributions made by the nominee in research, teaching and/or administration and service to the Institute. Nominations must highlight the nominee's contributions and provide appropriate supporting information which may not be contained in the vita. A candidate cannot be considered for two consecutive years.

Send nominations to:

Chair of the Fellows Committee  
Decision Sciences Institute  
C.T. Bauer College of Business  
334 Melcher Hall, Suite 325  
Houston, TX 77204-6021  
[info@decisionsciences.org](mailto:info@decisionsciences.org)

## INSTITUTE CALENDAR

### ■ October 2015

October 25

All papers and proposals must be submitted electronically on or before this date for the 2015 NEDSI conference in March

### ■ NOVEMBER 2015

November 21 - 24

The **46th Annual Meeting of the Decision Sciences Institute** will be held in **Seattle, Washington** at the Sheraton Seattle Hotel



### ■ MARCH 2016

March 31 - April 2, 2016

2016 Northeast Decision Sciences Institute Annual Conference  
Hilton Alexandria Old Town, Alexandria, VA

### Decision Sciences Institute Application for Membership



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# The 2015 Annual Meeting of the Decisions Sciences Institute (DSI) in Seattle

Based on the DGP per Capita (PPP)

Rates Effective June 1, 2014

All Dues amounts are in United States Dollars

Member Type	Greater than 75 <sup>th</sup> Percentile	50 <sup>th</sup> - 75 <sup>th</sup> Percentile	Less than 50 <sup>th</sup> Percentile			
Regular	\$160	\$80	\$40			
Emeritus	\$80	\$40	\$20			
Student	\$0	\$0	\$0			
	Australia, Austria, Bermuda, British Virgin Islands, Brunei, Canada, Cayman Islands, Falkland Islands (Islas Malvinas), Gibraltar, Guernsey, Hong Kong, Iceland, Ireland, Isle of Man, Jersey, Kuwait, Liechtenstein, Luxembourg, Macau, Monaco, Netherlands, Norway, Qatar, Singapore, Sweden, Switzerland, United States,	Andorra, Bahamas, Bahrain, Belgium, Denmark, Faroe Islands, Finland, France, Germany, Greenland, Guam, Israel, Italy, Japan, Korea, South Malta, New Caledonia, New Zealand, Oman, Saint Pierre and Miquelon, Saudi Arabia, Slovenia, Spain, Taiwan, Turks and Caicos Islands, United Arab Emirates, United Kingdom,	Afghanistan, Albania, Algeria, American Samoa, Angola, Anguilla, Antigua and Barbuda, Argentina, Armenia, Aruba, Azerbaijan, Bangladesh, Barbados, Belarus, Belize, Benin, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Burkina Faso, Burma, Burundi, Cabo Verde, Cambodia, Cameroon, Central African Republic, Chad, Chile, China, Colombia, Comoros,	Republic of the Cook Islands, Jamaica, Jordan, Costa Rica, Cote d'Ivoire, Croatia, Cuba, Curacao, Cyprus, Czech Republic, Kyrgyzstan, Djibouti, Laos, Latvia, Lebanon, Lesotho, Liberia, Libya, Lithuania, Macedonia, Madagascar, Malawi, Malaysia, Maldives, Mali, Marshall Islands, Mauritania, Mauritius, Mexico, Federated States of Micronesia, Moldova, Mongolia, Montenegro, Montserrat, Morocco, Mozambique, Namibia, Nauru, Nepal,	Iraq, Nicaragua, Niger, Nigeria, Niue, Northern Mariana Islands, Pakistan, Palau, Panama, Papua, New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Romania, Russia, Rwanda, Saint Helena, Ascension, and Tristan da Cunha, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Samoa, San Marino, Sao Tome and Principe, Senegal, Serbia, Seychelles, Sierra Leone, Sint Maarten (Saint Martin), Slovakia, Solomon Islands, Somalia,	South Africa, South Sudan, Sri Lanka, Sudan, Suriname, Swaziland, Syria, Tajikistan, Tanzania, Thailand, Timor-Leste, Togo, Tokelau, Tonga, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Tuvalu, Uganda, Ukraine, Uruguay, Uzbekistan, Vanuatu, Venezuela, Vietnam, Virgin Islands, Wallis and Futuna, West Bank, Western Sahara, Yemen, Zambia, Zimbabwe,