The Southwest Decision Sciences Institute Distinguished Service Award is presented to Vivek Shah. Vivek Shah became a member and began reviewing papers for the DSI conference in 1985, and he continues being active in DSI and SWDSI today. For each of the last three years he has been in charge of the placement area at the DSI conference. He has regularly been an active participant in the SWDSI conference and the DSI conference as a presenter, session chair, and discussant. On his vita, he lists a combined total of 43 SWDSI and DSI proceedings. In 1998 he served as the MIS Track Chair for SWDSI. He also served as the MIS Track Chair for the DSI conference in 1998 and 1999. Vivek Shah has held several leadership position for SWDSI. Among these are: Secretary of SWDSI 1990 to 1993, Council Member 1996-1998, Program Chair, President-elect, President (2002-2003), and Past President.

Vivek Shah has been a very active member of SWDSI for over thirty years. As SWDSI president he was a member of several DSI committees (e.g. Regional Activities Committee) as well as the FBD (formerly SWFAD) Board. His recent service as DSI Placement Coordinator has been particularly noteworthy.