



DECISION SCIENCES INSTITUTE

Southwest Region Newsletter

Paul Cronan, President, SWDSI
Sam M. Walton College of Business
University of Arkansas

Spring 2010

cronan@uark.edu

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Southwest Decision Sciences
Institute
Forty-Second Annual Meeting

March 1-5, 2011

Hyatt Regency-Houston, TX

Deadline for Paper
Submissions:
October 1, 2010

Program Chair:
Dr. Carl Rebman, Jr.,
University of San Diego
carlr@sandiego.edu

Competitive Papers

Program Participation

Distinguished Paper
Awards

From the President, Paul Cronan



Thank you for your confidence in me as your incoming President. I have big shoes to fill as I think of some of the past Presidents. I am humbled to be able to work with such respected faculty who are our officers and appointed members (as you will see when you read about some of them in this Newsletter). However, I am confident that this will be one of SWDSI's best years – because of you, the SWDSI membership; you make it or break it.

Let's make sure that SWDSI – your organization, serves you in ways you need and in ways you desire. Let me know how we can better SWDSI and better serve you.

I look forward to a great year!!!

Paul
email: cronan@uark.edu

From the Past President, Kai Koong

Throughout the 2009-2010 Year, members of the South West Decision Sciences Institute (SWDSI) Executive Board concentrated most of their efforts on: (a) recruiting members and prospects to the Regional Conference in Dallas, (b) selecting the best papers from the peer-reviewed conference submissions to be named the McGraw-Hill Distinguished Paper Award, the Alpha Iota Delta Innovative Education Paper Award, and the Undergraduate and Graduate



Student Paper Awards, (c) soliciting the membership for the sleet of new officers for the annual election, (d) identifying the most deserving individuals to be the recipient of the Educator of the Year Award and the Distinguished Service Award, and (e) making needed changes to by-laws to improve the organizational processes and structures.

Under the leadership of Roderick Posey and his very dedicated conference team, the SWDSI Annual Regional Conference in Dallas was a success. Like in previous years, SWDSI was among the top three organizations in the Federation of Business Disciplines (FBD) to lead in number of attendees as well as papers and sessions featured. While

Student Papers

Instructional Innovation Award

Fast Track Journal Reviews

The papers nominated for the best paper awards will be recommended to a group of journal editors for another round of fast track peer review and possible publication in these journals.

- **Journal of International Technology and Information Management**
www.iima.org/new%20pages/jitim.html
- **International Journal of Intercultural Information Management**
www.inderscience.com/ijim
- **International Journal of Electronic Healthcare**
www.inderscience.com/ijeh
- **International Journal of Information Systems and Change Management**
www.inderscience.com/ijiscm

SPECIAL SESSIONS

Due to the popular demand for mini-conference on technology seminars there will be a four hour session on Business Intelligence and a two hour session (TBA).

TRACKS AND CHAIRS:

- Accounting
- Business Environment, Law, Ethics and Cross-Cultural Studies
- Economics, Health Care and Quality
- E-Commerce
- Entrepreneurship and Finance
- DSS/ES/KM
- International Business
- Innovative Education
- Online Learning
- Information Security & Privacy
- Management Information Systems
- Management and Organizational Behavior
- Marketing

the majority of the delegates were from the Southwest region, there were attendees from other parts of the country and some participants from abroad.

Selecting the best papers among the many deserving submissions is always a very difficult task. This year the McGraw-Hill/Irwin Distinguished Paper Award was presented to Sinan Yildirim of Texas Wesleyan University and his winning paper was on "Conditional Heteroscedasticity in Time Series of Stock Returns: A Revisit." The recipient of the Alpha Iota Delta Innovative Education Award was presented to Don N. Pope of Abilene Christian University. His winning paper was on "Collaborative Supply Chain Management Learning Using Web-Hosted Spreadsheet Models." Daniel Cernas Ortiz of the University of North Texas was the recipient of the Best Graduate Student Paper Award and his winning paper was on "Organizational Commitment and its Antecedents: Empirical Evidence from a Developing Country." Finally, Alvine Sangan of Georgia State University was the recipient of the Best Undergraduate Student Paper Award and his winning paper was on "Education Decentralization and Gender Disparities in School Participation in Sub-Saharan Africa."

Bonnie Daily and her team did a very thorough search and provided the membership with an excellent sleet of trustworthy candidates for our annual election. Based on the outcomes of an e-mail vote, the Program Chair for the SWDSI 2012 Conference will be Janet Bailey of the University of Arkansas at Little Rock. Mary Fisher of the University of Texas at Tyler was elected Secretary, Nalini Govindarajulu of Creighton University was elected Student Liaison, and the three new Council Members are Amy Chou of Illinois State University, Susan Chinburg of Rogers State University, and Melissa Melancon of The University of Louisiana at Monroe.

Paul Cronan and his team were responsible for identifying the Educator of the Year and that was another very difficult task because there were many excellent nominations. The Educator of the Year was awarded to David Douglas of the University of Arkansas. David Douglas was selected because of his many contributions to the academy in curricula development, teaching excellence, student mentoring, and leadership roles in SWDSI. Lynn Heinrichs of Elon College was the recipient of the Distinguished Service Award. According to Binshan Lin and his team who were charged with nominating the recipient for the Distinguished Service Award, Lynn Heinrichs is selected because she is well-known among peers as a loyal and faithful member who has served SWDSI in many leadership roles for more than a decade.

Throughout the last couple of years, Thomas Jones and his team has worked tirelessly to improve the structure and processes of SWDSI to improve operational effectiveness. This Committee made needed changes to Bylaw 7 and they are as follows:

- Establish the Outstanding Educator Award Selection Committee as a standing committee in SWDSI Bylaw 7,
- Changes to the SWDSI Bylaws that focus on (1) addressing the issue of vacancy for each officer position, (2) expanding the duties of officers, and (3) clearly delineating the terms of office
- Term of office and duties of the SWDSI Webmaster – non-office position for 3 years
- Term of the Vice-President for Student Liaison – 2 years

- Operations & Supply Chain Management
- E-Government/Non-Profit
- Quantitative Methods & Quality
- Special Panels
- Student Track
- *Proceedings Editor*
- *Proceedings Production Coordinator*

Instructions for Contributors:

1. Author(s) should submit papers/abstracts via the conference website (www.swdsi.org) or via email attachment directly to the Program Chair at carlr@sandiego.edu. Abstracts should be a minimum of three pages; papers should not exceed twenty pages. The more complete and detailed the submission, the greater its chance for acceptance. Hard copies will not be accepted.
2. Each submission must include a separate title page with the following information:
 - a. Title of submission
 - b. Type of submission (i.e., Refereed Research Paper, Non-Refereed Research Abstract, Workshop Proposal, Tutorial Proposal, Panel Proposal, or Symposium Proposal)
 - c. Author(s)
 - d. Affiliation(s)
 - e. Complete address(es)
 - f. Telephone number(s)
 - g. Email address of the author(s)
 - h. Name of the dean(s) of the affiliate school(s)
 - i. Track (or topic) that best fits the submission
 - j. Corresponding author

In closing, my executive team and I would like to thank all of you for your support and the opportunity to serve you as a Board member. To each of the Board members who have served with distinction, please accept my heartfelt appreciation and thank you for a job done well. Please continue to support Paul Cronan and his very enthusiastic team this year as they move forward with many noteworthy projects and accomplishments and continue to advance the legacy of SWDSI as a leading chapter in DSI and partner in FDB. Last but not least, many thanks to our National DSI President-Elect Keong Leong for joining us in Dallas this year and to Hawkes Publishers for their partial sponsorship of our reception. Finally, best wishes for another productive year and may each of us be blessed with good health.

Kai S. Koong, Past-President
 Professor and Chair, CISQUMT Department, UTPA
 Editor-in-Chief, International Journal of Services and Standards
 E-mail: koongk@utpa.edu

Congratulations to the SWDSI Officers and Appointed Positions 2010-2011

President (2010-2011)
Paul Cronan
 University of Arkansas
 (479) 575-6130
pcronan@walton.uark.edu

Program Chair (2010-2011)
Carl M. Rebman, Jr.
 University of San Diego
 (619) 260-4135
carlr@sandiego.edu

Secretary (2010-2013)
Mary L. Fischer
 University of Texas at Tyler
 (903) 566-7433
mfischer@uttyler.edu

Vice President for Member Services (2008-2011)
June Lu
 Houston-Victoria (Sugar Land)
 (281) 265-5866
luj@uhv.edu

DSI Regionally-Elected Vice President (2009-2011)
Tom Jones
 University of Arkansas
 (479) 575-6128
tjones@walton.uark.edu

President-Elect (2010-2011)
Roderick Posey
 University of Southern Mississippi
 (601) 266-4641
Roderick.Posey@usm.edu

Program Chair Elect (2010-2011)
Janet Bailey
 University of Arkansas at Little Rock
 (501) 569-8851
jlbailey@ualr.edu

Vice President for Finance (2009-2012)
Charlotte Jones
 (318) 377-6003 (home)
cjones@lsus.edu

Vice President for Student Liaison (2010-2011)
Nalini Govindarajulu
 Creighton University
 (402) 280-3898
NaliniGovindarajulu@creighton.edu

Regional Archivist (unlimited term)
Paul Cronan
 University of Arkansas
 (479) 575-6130
pcronan@walton.uark.edu

3. The main body of the paper, abstract, or proposal must have a title but should not include author name(s).
4. All submissions must be received by **October 1, 2010**. Acceptance or rejection notifications, as well as publication guidelines, will be provided by **November 20, 2010**.
5. A pre-registration fee will be required before papers are accepted by the **Proceedings Editor**.
6. **Volunteers:**
Anyone interested in participating in the program as a session chair or reviewer should communicate her/his interests to the **Program Chair**. A [volunteer participation form](#) is available on the SWDSI website.

Council Member (2008-2011)

Mike Hanna
University of Houston-Clear Lake
(281) 283-3201
hanna@uhcl.edu

Council Member (2009-2011)

Frank Landram
West Texas A&M University
(806) 651-2446
flandram@wtamu.edu

Council Member (2009-2012)

Chang-tseh Hsieh
University of Southern Mississippi
(601) 266-6124
chang-tseh.hsieh@usm.edu

Council Member (2010-2013)

Susan Chinburg
Rogers State University
(918) 343-7727
schinburg@rsu.edu

Council Member (2010-2013)

Melissa V. Melancon
University of Louisiana at Monroe
(318) 342-1167
melancon@ulm.edu

Publications Coordinator

Carl M. Rebman, Jr.
University of San Diego
(619) 260-4135
carlr@sandiego.edu

Council Member (2008-2011)

Fred Kitchens
Ball State University
(765) 285-5305
fkitchens@bsu.edu

Council Member (2009-2012)

Bala Maniam
Sam Houston State University
(936) 294-1278
gba_bxm@shsu.edu

Council Member (2009-2012)

Leida Chen
Creighton University
(402) 280-2614
lchen@creighton.edu

Council Member (2010-2013)

Amy Chou
Illinois State University
(309) 438-2804
aychou@ilstu.edu

Past-President (2010-2011)

Kai Koong
University of Texas - Pan American
(956) 381-3353
koongk@utpa.edu

Webmaster (2010-2013)

John Seydel
Arkansas State University
(870) 680-8072
jseydel@astate.edu



John Seydel

A professor in Computer Information Technology from Arkansas State University-Jonesboro was recently named *Southwest Decision Sciences Institute Web Master* for a three year term.

Congratulations John!

Congratulations to David Douglas...

Southwest Decision Sciences Institute: Outstanding Educator Award



This award is presented annually by the FBD on behalf of SWDSI (subject to the availability of funding). SWDSI will recognize the educator who has made an outstanding contribution to the discipline of Decision Sciences.

The 2010 SWDSI Outstanding Educator Award recipient is **Dr. David E. Douglas** from the University of Arkansas.

David holds the academic rank of University Professor in the Information Systems Department of the Sam M. Walton College of Business at the University of Arkansas. He was department chair from 1985 to 1998 and provided leadership initiatives that led to the strong information systems program that exists today. His partnerships with industry produce strong guidance and support for curricula as well as significant hardware and software computing resources. Early in his time as department chair, he led the effort to start a doctoral program in the department which became operational in 1988.

Currently, David is Director of Enterprise Systems. He has been instrumental in acquisition of enterprise systems hardware/software and large datasets to ensure world-class educational opportunities for students. The Enterprise Systems consists of four computing platforms — IBM System z, Microsoft, SAP and Teradata. Additionally, many firms help support these platforms and hire the students who have had these courses. The cash and gifts-in-kind from the platform partners and other industry partners to support Enterprise Systems exceed \$60 million since the year 2000. These platforms are available for academic use at universities world-wide. Over the past two years, more than 471 faculty accounts and 1941 student accounts have been created at 329 US universities and 73 international universities.

He has received a number of honors and awards for teaching. These include: University Professor — appointed in recognition of exceptional teaching contributions and professional commitment (2006), International Computer Educator of the Year — awarded by International Association for Computer Information Systems (2001), IBM International Professor of the Month (September, 2008), and a number of "Make a Difference in Student's College Career" which students voluntarily send to the Vice Chancellor for Student Affairs. David has also received a number of recent teaching grants which include two IBM faculty awards, two NSF awards, and a SAP development award.

David is an active member in the Decision Sciences Institute, the Federation of Business Disciplines (FBD), the Association of Information Systems, and the International Association of Computing Information Systems. He serves on the Editorial Board of several academic publications including the *Journal of Computer Information Systems*

and the *International Journal of Global Communications*. Publications have appeared in various journals including *Communications of the ACM*, *Journal of Computer Information Systems*, *Information and Management*, and *Journal of Management Information Systems*, as well as international, national and regional *Proceedings* of various Conferences.

The following criteria appear in the resolution establishing this award:

1. Active members of SWDSI are eligible for this award, although in exceptional cases nominees from non-SWDSI may be considered.
2. The contributions must be of significance and may include:
 - a. Excellence in teaching Decision Science discipline courses;
 - b. Educational innovation of Decision Science discipline courses;
 - c. Recipient of the teaching award at college or university or national level;
 - d. Authorship or editorship of significant Decision Science discipline textbooks;
 - e. Authorship of significant journal articles, book chapters, or monographs concerned with Decision Science discipline education;
 - f. Editorship of education related journal;
 - g. Leadership in Decision Science discipline curriculum development and program design;
 - h. Leadership in the development of Decision Science discipline education policy in academic and professional organizations; and
 - i. Recipient of the Instructional Innovation Award from the Decision Sciences Institute.

A nominee need not excel in each of these general criteria to merit consideration for the award.

2010-2011 Committee Members – *submit your nominations to the Chair*

- **Robert Pavur, Chair** | Robert.Pavur@unt.edu
- **June Wei**
- **John Seydel**
- **David Douglas**
- **Mike Hanna**

Congratulations to Lynn Hendricks...

Southwest Decision Sciences Institute: Distinguished Service Award

This award may be presented occasionally to a member who, over a period of years, has made outstanding contributions to SWDSI.



The 2010 SWDSI Distinguished Service Award recipient is **Dr. Lynn Heinrichs** from Elon College.

In recognition of over fifteen years of professional commitment, leadership, and service to the Decision Sciences Institute, Southwest Region, Lynn R. Heinrichs has been selected to receive the Distinguished Service Award.

She has been a member of the Southwest Decision Sciences Institute (SWDSI) since 1993, and was first a member of the Decision Sciences Institute (DSI) in 1993.

Dr. Heinrichs has served as SWDSI President (1998-99), President-Elect (1997-98), Program Chair (1996-97), Council Member (1993-95, 2000-03), and representative on the Federation of Business Disciplines (FBD) Board of Directors (1997-99). While serving as SWDSI program chair, she launched the organization's first website. She has chaired the SWDSI Committee on Nominations, Distinguished Service Award Selection Committee, and Distinguished Teaching Award Selection Committee.

Dr. Heinrichs's professional activities at both SWDSI and DSI conferences have included numerous paper presentations and panel discussions. She has been Track Chairperson for Innovative Education and MIS as well as *Proceedings* editor (1997) for SWDSI. She has participated as manuscript reviewer, session chair, and discussant for various conferences.

Dr. Heinrichs is an associate professor at Elon University with joint appointments in computing sciences and business administration. Her research has appeared in the *Journal of Computer Information Systems*, *Issues in Information System*, *Journal of Research in Business Information Systems*, *Journal of Computing Sciences in Colleges*, *Journal of Information Systems Education*, and others. She was principal investigator for the Elon's first National Science Foundation award. Dr. Heinrichs serves on the editorial review boards for the *Journal of Computer Information Systems* and the *International Journal for Mobile Communications*.

In recognition of her professional commitment, leadership, and service to the Decision Sciences Institute, Southwest Region, Dr. Lynn R. Heinrichs has been selected to receive the 2010 Distinguished Service Award.

The following criteria appear in the resolution establishing this award:

1. A nominee must have been a member of SWDSI for ten years.
2. A nominee must be member of DSI.
3. A nominee must have served in a leadership capacity or have, over a period of years, made a substantial contribution to SWDSI in other ways.
4. A nominee must have been a frequent contributor to SWDSI as an author/presenter, track chair, discussant, etc.

Also to be considered are the nominee's contributions to DSI and to Alpha Iota Delta honorary as well as other criteria determined by the Distinguished Service Award Selection Committee.

2010-2011 Committee Members – submit your nominations to the Chair

- **Brian Reithel, Chair** | breithel@bus.olemiss.edu
- **Mary Fischer**
- **Ravinder Nath**
- **Frank Landram**
- **Bala Maniam**

Some Ideas for SWDSI Membership Services

June Lu, Vice President for Member Services, luj@uhv.edu

Increasing membership has been an important goal for all professional associations. As the VP of Membership representing SWDSI, I participated in the DSI membership services discussions last year. Integrating the suggestions and comments made by all the discussion participants including officers from regional offices, Bob Andrews, 2009-10 Member Services Committee Chair of DSI, put together a report to the board. I find some inputs emerged from the discussions insightful for enhancing our membership services at SWDSI. Thus, I will also borrow some in this proposal.

1. **The Welcoming Session for New Attendees For Each SWDSI Conference**
2. **Soliciting SWDSI Members to Become Campus Representatives**
3. **Add Remote Sessions Or Allow Remote Paper Presentations at SWDSI Annual Meeting**
4. **Web Access to Membership Database**

2010 SWDSI Program Chair Report

From the sixteen tracks, the SWDSI 2010 conference team received a total of 130 submissions. After a double blind review process, 122 papers were accepted for presentation and/or publication in the Proceedings. Because of travel cuts, a couple of authors withdrew their papers leaving 120 papers scheduled for presentation. This year, the Proceedings is available in CD format as well as from the SWDSI Website. Based on data provided by the Treasurer of the Federation of

Business Disciplines (FBD), there were 119 pre-conference registered delegates (up by two from the previous year). The final registration is 131 (compared to 140 the previous year). The distribution of submissions received is presented in the table below.

Chair	Track	Received	Accepted	Scheduled for Presentation
Mary Fischer	Accounting	5	4	4
Khaled Alshare	Cross-Cultural Studies	2	2	2
Mark McMurtrey	DSS/ES/KM	3	3	3
Barry Cumbie	E-Commerce	4	4	4
Noel Campbell	Economics	7	7	7
Donna Davis	E-Government/Non-Profit	2	2	2
Bala Maniam	Entrepreneurship and Finance	9	8	8
Janet Bailey	Information Security & Privacy	10	9	8
Fred Kitchens and Queen Booker	Innovative Education	12	12	12
Farhang Niroomand	International Business	8	7	7
Alvin Williams	Management and Marketing	8	8	8
David Chou	Management Information Systems	12	12	12
June Lu	Online Learning	7	7	7
Pedro Reyes	Operations & Supply Chain Mgt.	9	9	9
Charlotte Jones	Quantitative Methods & Quality	7	7	7
Amy Chou	Student Track	25	21	20
Total		130	122	120
Chang Hsieh	Special Panels	8	6	6

Dr. Bradley Jensen, Microsoft Corp., again led a 4-hour pre-conference workshop. This year the workshop was on Threat Modeling. On behalf of SWDSI 2010, I want to thank Dr. Jensen for his contribution to our conference.

This year, the social hour to promote more networking among peers was sponsored by Hawkes Systems. We are grateful for their generous support.

Our sincere congratulations to the recipients of the following prestigious awards:

- Distinguished Service Award: Dr. Lynn Heinrichs, Elon College
- Outstanding Educator Award: David E. Douglas, University of Arkansas
- McGraw-Hill/Irwin Distinguished Paper Award: Sinan Yildirim, Texas Wesleyan University
- Alpha Iota Delta Innovative Education Paper Award: Don N. Pope, Abilene Christian University
- Best Graduate Paper Award: Daniel Cernas Ortiz, University of North Texas
- Honorable Mention Graduate Paper Award: Michael Magro, University of North Texas
- Best Undergraduate Paper Award: Alvine Sangang, Stephen F. Austin State University

In closing, a number of individuals have made this meeting possible. I would like to thank President Kai Koong for his guidance and support. I would like to thank all the SWDSI officers, the track chairs, and reviewers for their hard work in making a high quality program possible. My thanks to Dr. Orlando Posey for his expertise and management of the Proceedings. I also want to thank all the session chairs for their participation. My special thanks to Dr. Michelle McEachern of FBD for her overall guidance and detail review of the program.

Roderick B. Posey
2010 SWDSI Program Chair

Annual Meeting Sites - *for your planning...*

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
DSI	San Diego	Boston	San Francisco	??
FBD/SWDSI	Dallas	Houston	New Orleans	Albuquerque