We are delighted to announce that Annual Meeting of Midwest region DSI meeting will be hosted by College of Business at Valparaiso University. We have an exciting conference theme of Big Data Analytics. One of the leading proponents of Business Analytics, Google, receives testimonials such as "Conversions have increased by 26% with Google Analytics." - Daisy Downs, Chief Marketing Officer, Urbansitter. This shows the importance of Business Analytics in modern business practice. Join us for this powerful event filled with exciting research presentations, networking opportunities, and plant tours. We invite full papers and abstracts for presentation at the conference. Full papers will be blind peer reviewed and will appear in the conference proceedings.

**Organizing Committee and Tracks**

Conference Co-Chairs: Ceyhun Ozgur & Sanjay Kumar, Valparaiso University  
Proceedings Coordinator: Sanjeev Jha, Valparaiso University  
Local Arrangements Coordinator: Coleen Wilder, Valparaiso University

**Tracks:**
Supply Chain Management: Janet Hartley, Bowling State University  
Operations Management/Research: Eugene Fliedner, Oakland University  
Innovative Education and Student papers: Xiaodong Deng, Oakland University  
Marketing, Sports Management, Business Law, & Ethics: Elizabeth Gingerich, Valparaiso University  
Business Analytics: David Booth, Kent State University  
Information Systems/Technology: Sanjeev Jha, Valparaiso University  
Finance & Accounting: Jiangxia Liu, Valparaiso University  
Entrepreneurship & Management: Joseph Trendoski, Valparaiso University  
Health Care Management: Jeffrey A Cotto, Valparaiso University
Conference Highlights

**Plant Tours**
Thursday, 14th April at 4:30pm: **Urschel Laboratories**: A global leader in food cutting technology. [www.urschel.com](http://www.urschel.com)

Friday, 15th April at 4:30pm: **Task Force Tips**. Design and manufacturing of innovative fire fighting equipment. [www.TFT.com](http://www.TFT.com)

**Awards**

- **Stan Hardy best paper award** is determined from a selection of the best manuscripts as identified by the editors of *Decision Sciences*, the *International Journal of Production Research*, the *Journal of Operations Management*, *Manufacturing and Service Operations Management*, and *Production and Operations Management*.

- **Best Innovative Education Paper** award sponsored by *Alpha Iota Delta*

- **Best Conference Paper** award sponsored by MWDSI

- **Best Student Paper** award sponsored by MWDSI

**Award Presentation and Receptions**

- **Welcome reception** sponsored by College of Business, Valparaiso University: Thursday, April 14th.

- **Awards luncheon**: Friday, April 15th.

- **Presidents reception** sponsored by MidWest DSI: Friday, April 15th.
**Deadlines:**
Full paper submission: March 14, 2016
Abstract submission: April 1, 2016

**Registration**
*Registration Information* available at the conference website.
Registration fee:
  - $175 for regular participants
  - $25 for student participants

**Hotel Information:** Frequent Shuttle to and from University to the Hotels.
Approximate distance 1 mile. Mention MWDSI while booking the rooms.

  @$119  Hampton Inn and Suites
  1451 Silhavy Rd
  Valparaiso, IN  46383-8426

  @$89 Holiday Inn
  1251 Silhavy Rd
  Valparaiso, IN  46383-8426

**Submission Guidelines**
All full papers and abstracts can be submitted to Ceyhun Ozgur at
[ceyhun.ozgur@valpo.edu](mailto:ceyhun.ozgur@valpo.edu).