

The Midwest Decision Sciences Institute ■ Spring Newsletter: 2011



THE PRESIDENT'S MESSAGE

Dear Members of Midwest DSI,
Although we are at the mid-point of the academic year as I write this, spring has always represented a time of beginnings – and promise – to me. Inherent in any promise is a challenge; and, in that spirit, I would like to offer a challenge to each of you...

As you are aware – and can read about in more detail elsewhere – our **2011 Midwest DSI Conference (“The Need for Speed”)** is being hosted by Indiana University at the IUPUI Campus Center in Indianapolis, IN, on 12-14 May 2011. And therein lies my challenge to you...

- If you have attended past Midwest DSI Conferences, you know how valuable the sessions (with their opportunities for substantive feedback on your research, at whatever stage that research may be) and the networking events are. Please consider not only submitting a competitive research paper and/or abstract of your own but also inviting a colleague – especially one who might not otherwise have heard about DSI – to submit their own work and attend.
- If you have not attended a Midwest DSI Conference recently, please consider presenting at and attending this one! With its tours, paper tracks, and networking opportunities, “The Need for Speed” promises to be a wonderful event!

While travel budgets are surely as tight at your institution as they are at mine, I think you would be hard pressed to find a more cost-effective and professionally-rewarding way to use those limited

funds. I look forward to seeing you in Indianapolis!

And, if you're already looking ahead to your 2012 conference plans, please be sure to mark your calendars for the **2012 Midwest DSI Conference** – which



*Arvid C. Johnson, PhD
Dean and Prof. of Management
Brennan School of Business
Dominican University
River Forest, IL 60305*

will be hosted by Grand Valley State University in Grand Rapids, Michigan, on 10-12 May 2012.

As always, I welcome any questions, suggestions, or concerns that you might have about Midwest DSI. Please feel

free to contact me (ajohnson@dom.edu) – or any other member of the Board (listed elsewhere in this newsletter). Also, you are always welcome to attend any Midwest DSI Board Meeting – with the next one being held in Indianapolis on Saturday, 14 May 2011.

Best regards,

Arvid C. Johnson
President, Midwest DSI, 2011-11

2011 MIDWEST DSI CONFERENCE

The 2011 MWDSI Conference will take place May 12-14 in Indianapolis. The conference theme, "The Need for Speed" encompasses many important topics related to competitiveness in today's dynamic global environment. In addition to paper presentations, there will be a number of special events related to this theme.

Indianapolis is an appropriate setting for a speed-themed conference. The capital of Indiana, Indianapolis is the Racing Capital of the World, famous for hosting the Indianapolis 500 every year. The nation's 13th largest city, Indianapolis is home to nine institutions of higher education—which accounts for the vibrant nightlife and sophisticated cultural offerings available throughout the city. Indianapolis is also host to many sporting events and also has a wide array of attractions, dining options and festivals that make it a warm place to call home and a nice place to visit.

This will be an exciting conference - we are looking forward to seeing you in Indy!

Abstract and Paper submissions are due by March 13, 2011

Workshops

There will be a number of exciting workshops held throughout the conference. These workshops will be hands-on and active, involving participants in the topic areas. Workshop topics include:

- Using Second Life and Virtual Worlds in the Classroom
- Teaching Project Management using the Bridge Game
- Tips for Conducting Effective Case Study Research

Meeting Highlights

Keynote Speech: "Logistics of the American Circus: The Golden Age," by Vince Mabert

Competitive pressures today require enterprises to continually improve performance for various business activities, such as customer service and waste reduction. One area currently receiving significant attention is the logistics function within organizations. In the last decade, numerous authors have proposed many modern logistics management principles and practices that focus on dimensions such as lean, fast, flexible, and so on. Many of these approaches are not new, but rather have been used and refined by business organizations in earlier times. This presentation will describe many logistics methods employed by the major circuses more than a century ago. While the technology and terminology of that time were different, similarities with current management thought and practice are evident. By reviewing these logistics activities from a century ago, new ideas about logistics for tomorrow can be formulated.

- Coordinating International Survey Studies
- Tips for Improving Undergraduate Student Retention
- Challenges and Opportunities in Health Care Operations Management Research

If you would like to organize a workshop dealing with teaching, research or administrative issues, please contact Barb Flynn bbflynn@indiana.edu).

Super Bowl Presentation

Indianapolis will be home to the 2011 Super Bowl at beautiful new Lucas Oil Stadium, the home of the Indianapolis Colts. A keynote speaker will describe project management and logistics issues related to this exciting event. .

Indianapolis Motor Speedway Tour and Reception

The Indianapolis Motor Speedway is the world's largest spectator sporting facility. It annually plays host to three events in three major racing series: Indianapolis 500 Mile Race (IZOD Indy-Car Series), Brickyard 400 (NASCAR Sprint Cup Series) and Red Bull Indianapolis GP (MotoGP World Championship). The Indianapolis 500 and Brickyard 400 take place on the 2.5-mile oval, while the Red Bull Indianapolis GP is contested on the 16-turn, 2.621-mile road course. Established in 1909, the Indianapolis Motor Speedway has long prevailed as an icon of motorsports excellence. The Speedway is currently celebrating its Centennial Era, commemorating the 100th anniversary of the Indianapolis 500 Mile Race in 2011. MWDSI participants will be treated to a tour of the facility, including a ride around the 2.5 mile oval track, and a reception at the track on Friday evening.

FedEx Tour: the Night Sort

Indianapolis is home to the second-largest FedEx operation in the world. The Indianapolis Airport comes alive at night when FedEx planes arrive at frequent intervals and millions of packages are sorted and routed to their destinations, supported by an operation that includes its own air

traffic control operation, a highly automated sorting process and facilities for the visiting pilots. The night sort tour will include a presentation about sorting operations and tour, running from approximately 10:15 pm Thursday night until 2:00 am Friday morning. Participation will be limited to 30 participants, so be sure to sign up early (bbflynn@iupui.edu) for this exciting tour!

Please visit the conference website for submission and registration information: <http://www.mwdsi2011.com/>. Also, there are still many opportunities for you get involved with the conference. Please contact Barb Flynn (bbflynn@indiana.edu) if you would like to serve as a track chair, organize a workshop, become a sponsor or get involved with the conference in some other way.

Location of MWDSI 2012 Conference Announced

The 2012 MWDSI conference will be held in Grand Rapids, Michigan. It will be hosted by the Grand Valley State University on May 10-12, 2012.

We are presently seeking hosts for the year 2013 and 2014. Please contact Dr. Vijay Shah, Vice President, Planning and Development, MWDSI, at vcshah@mail.wvu.edu, if your institution is interested in hosting the MWDSI for the year 2013 or 2014.



MWDSI ANNUAL
MEETING:
INDIANAPOLIS, IN
May 12 - 14, 2011

DECISION SCIENCES NATIONAL MEETING 2010

PRESENTATIONS BY MWDSI MEMBERS

Pushpa Agrawal, Vipin K Agrawal, Vijay K Angrawal, "Outsourcing and Vertical Integration"

Sohel Ahmad, "Toy Recalls: A Quality Management Perspective"

Debasish N. Mallick, Sohel Ahmad, Roger G. Schroeder, "A Contingency Approach to Managing New Product Development"

Debasish N. Mallick, Sohel Ahmnad, Chang Yue Luo, Roger G. Schroeder, "Collaborative Product Development (CPD): Exploring Contingencies in Supplier Involvement"

David L. McLain, Naren B. Peddibhotla, Ramon Aldag, "Web Availability and Managerial Decision Making"

Ibrahim Kurtulus, Nezhil Altay, "Effect of Inventory Policies on Forecast Error in Spare Parts Inventory Control"

Nezhil Altay, Melissa Labonte, "Value of Information in Humanitarian Logistics: An Assessment of UN's Cluster Approach"

Goseph Anand, "New Faculty Development Consortium Welcome"

Goseph Anand, "Teaching Philosophies and Approaches: Proven Techniques, Dos and Don'ts"

Rachna Shah (University of Minnesota), Gopesh Anand (University Of Illinois at Urbana Champaign), "Context for Operational Excellence: Linking Front Line Employee Initiatives with Management Responsibilities"

J. B. Arbaugh (University of Wisconsin Oshkosh), Michael R. Godfrey (University of Wisconsin Oshkosh), Alvin Hwang (Pace University), Birgit Leisen Pollack (University of Wisconsin Oshkosh), Bruce Nien-dorf (University of Wisconsin Oshkosh), "A Review of Quantitative Research Methods in Online and Blended Business Education"

Edward Duplaga (Winona State University), Marzie Astani (Winona State University), "An Exploratory Study of Student Perceptions of Which Classroom Policies are Fairest"

Stephanie N. Eckerd (Ohio State University), Kenneth Boyer (The Ohio State University), James A. Hill (Ohio State University), "The Influence of Psychological Contract Violation on Economic Decision-Making Behavior: An Experiment"



Kyaw Phyo Linn (National Cheng Kung University), Chinho Lin (National Cheng Kung University), Jeng-Chung Chen (National Cheng Kung University), "The Interaction Effects of Familiarity, Breath and Media Usage on Web Browsing Experience"

Paul R. Pfleuger, Jr. (National Cheng Kung University), Jeng-Chung Chen (National Cheng Kung University), William H. Ross (University of Wisconsin - La Crosse), "Some Factors Influencing Consumers' Ethical Perceptions of RFID-tagged Items in Retail Stores"

Liqiang Chen (Black Hills State University), "Corporate Strategy in Global Warming – A Multi-Disciplinary Framework"

Ramesh Dangol (Ball State University), Thawatchai Jitpaiboon (Ball State University), "What Are Operational Capabilities? Where Do They Come From?"

Gregory D. DeYong (University of Michigan-Flint), "Convex and Non-Convex Programming Approaches to Staffing Projections Modeled as Stratified Populations"

Oanh T.K. Tran (The University of Toledo), David D. Dobrzykowski (Eastern Michigan University), "A Strategic Supply Chain Alignment Model; The Influence of 3D Strategy Alignment on Performance"

Shad Dowlatshahi (University of Missouri-Kansas City), "The Implementation of the ISO 9000 Certification in the Maquiladora Industry"

Shad Dowlatshahi (University of Missouri-Kansas City), Jafar Rezaei (Delft University of Technology), "A New Approach To Inventory Classification"

Edward Duplaga (Winona State University), Marzie Astani (Winona State University), "An Exploratory Study of Student Perceptions of Which Classroom Policies are Fairest"

Stephanie N. Eckerd (Ohio State University), Kenneth Boyer (The Ohio State University), James A. Hill (Ohio State University), "The Influence of Psychological Contract Violation on Economic Decision-Making Behavior: An Experiment"

Ike C. Ehie (Kansas State University), "An Application of AHP to Investment Portfolio Selection in the Banking Sector of the Nigerian Capital Market"

Charles S. Brust (Mayo Clinic), Surendra Sarnikar (Dakota State University), Omar F. El-Gayar (Dakota State University), "Grid Computing in a Healthcare Environment: An AHP-based Framework for Enterprise Architecture and Design"

Matthew W. Ford (Northern Kentucky University), James R. Evans (University of Cincinnati), Suzanne S. Masterson (University of Cincinnati), "The Road to Maturity: Process Management and Integration of Strategic Human Resource Processes"



THE NEED FOR SPEED

MWDSI ANNUAL MEETING:
INDIANAPOLIS, IN
May 12 - 14, 2011

J. B. Arbaugh (University of Wisconsin Oshkosh), Michael R. Godfrey (University of Wisconsin Oshkosh), Alvin Hwang (Pace University), Birgit Leisen Pollack (University of Wisconsin Oshkosh), Bruce Nien-dorf (University of Wisconsin Oshkosh), "A Review of Quantitative Research Methods in Online and Blended Business Education"

Bertie M. Greer (Northern Kentucky University), Peter Theuri (Northern Kentucky University), "Linking Supply Chain Management to Firm Performance"

Jane V. Wheeler (Bowling Green State University), Janet L. Hartley (Bowling Green State University), Zhaohui Wu (Oregon State University), Michelle Steward (Wake Forest University), "Building Relationships with Internal Customers: Exploring Supply Manager's Skills"

Jeen-Su Lim (University of Toledo), John H. Heinrichs (Wayne State University), Kee-Sook Lim (The University of Toledo), "Testing an Attitude Model of Social Media Usage Behavior"

Stephanie N. Eckerd (Ohio State University), Kenneth Boyer (The Ohio State University), James A. Hill (Ohio State University), "The Influence of Psychological Contract Violation on Economic Decision-Making Behavior: An Experiment"

Peter Pinto (Bowling Green State University), Yunsook Hong (Bowling Green State University), John K. Visich (Bryant University), Basheer M. Khumawala (University of Houston), "A Simulation Study of Design Parameters and Objective Functions to Improve the Performance of Mixed-model U-lines"

Yan Jin (Elizabeth City State University), "The Moderating Effect of a Manufacturing Firm's Managerial Capital on Flexibilities in the Firm's Supply Chain"

Xiao Li (Brazosport College), Anand S. Kunnathur (The University of Toledo), T. S. Ragu-Nathan (The University of Toledo), Thawatchai Jitpaiboon (Ball State University), "Build Knowledge Management Capability in IOS Supply Network Context"

Ramesh Dangol (Ball State University), Thawatchai Jitpaiboon (Ball State University), "What Are Operational Capabilities? Where Do They Come From?"

Arvid C. Johnson (Dominican University), Mohamed Askar (Dominican University - Brennan School of Business), Nevine Makram (Sadat Academy for Management Sciences), "Decision Support System for Healthcare Risk Management in Developing Countries: Case Study of Cardiac Patients in Egypt"

Pawel J. Kalczyński (California State University - Fullerton), Jerzy Kamburowski (University of Toledo), "A New Extension of the NEH Heuristic for Flow Shop Sequencing"

Seung Ho Yoo (Sunmoon University), DaeSoo Kim (Korea University), Myung-Sub Park (Korea University), "Optimal Price and Return Policy in an e-Marketplace Supply Chain and the Coordination Mechanism"

Barry E. King (Butler University), "Optimal Media Mix for Marketing Using a Piecewise Linear Approximation to an S-Shaped Response Curve"



THE NEED FOR SPEED

MWDSI ANNUAL MEETING:
INDIANAPOLIS, IN
May 12 - 14, 2011

- Ying Fan (University of Colorado at Colorado Springs), Carol Prahinski (Michigan State University), Robert Klassen (University of Western Ontario), "Knowledge-based Antecedents to Audit Process Quality: Empirical Evidence from ISO 9001 and ISO 14001 Certified Organizations"
- Bih Ru Lea (University of Missouri - Rolla), "Comparison of Dashboard-Based And Balanced Scorecard-Based Corporate Performance Management System in an Enterprise Resource Planning Environment"
- DonHee Lee (University of Nebraska-Lincoln), Sang M. Lee (University of Nebraska-Lincoln), Seong No Yoon (Savannah State of University), "Impact of Leadership, Organizational Systems and Employee Satisfaction with Management Support on Medical Error Reduction"
- Seong Bae Lim (St. Mary's University), "Impact of Gender on the Relationship between Entrepreneurial Orientation and Web 2.0 Service Adoption"
- Ardeshir Lohrasbi (University of Illinois at Springfield). "Application of Queueing Theory in Improving Hospital Emergency Department Models and Practices"
- Dong Dayong (SouthWest Jiaotong University), Liaoliao Li (Kutztown University of Pennsylvania), Yong Lu (The Pennsylvania State University), Dan Yang (Southwestern University of Finance & Economics), "Information Transmission between Stock Markets and Stock Discussion Boards"
- Yong Lu (The Pennsylvania State University), Xin Luo (The University of New Mexico), Xubin Cao (Southwestern University of Finance & Economics), Huilin Zhu (Wuhuan University), "The Roles of Bridging and Bonding in Online Communities in the Aftermath of a Natural Disaster"
- Robert P. Marble (Creighton University), Beverly Kracher (Creighton University), "Preliminary Validation of a Model for Describing the Ethical Climate of a Business Community"
- Neil B. Marks (Miami University), "Aristotle's Ethics in the Business Classroom"
- Charles R. Gowen III (Northern Illinois University), Kathleen L. McFadden (Northern Illinois University), "Contrasting the Mediating Effects of Knowledge Management on the Efficacy of Continuous Quality Improvement versus Six Sigma Initiatives for Healthcare Organizations"
- Michael G. Wells (Minnesota State University, Mankato), John R. Olson (University of St. Thomas), "A Comparison of Offshore Vendors and University Students: An Exploratory Analysis"
- J. Randall Brown (Kent State University), Milton Harvey (Kent State University), Ceyhun Ozgur (Valparaiso University), "Systematic Study of Error In Approximations To the One-Sided One Sample Kolmogorov-Smirnov Sampling Distribution"
- Peter Pinto (Bowling Green State University), Yunsook Hong (Bowling Green State University), John K. Visich (Bryant University), Basheer M. Khumawala (University of Houston), "A Simulation Study of Design Parameters and Objective Functions to Improve the Performance of Mixed-model U-lines"



Ying Fan (University of Colorado at Colorado Springs), Carol Prahinski (Michigan State University), Robert Klassen (University of Western Ontario), "Knowledge-based Antecedents to Audit Process Quality: Empirical Evidence from ISO 9001 and ISO 14001 Certified Organizations"

Anthony D. Ross (Michigan State University), Frank P. Buffa (Texas A&M University), Carol Prahinski (Michigan State University), Thomas Page (Michigan State University), "Incorporating Dyadic Effects Within the Supplier Evaluation Process"

Sufian Qrunfleh (University of Scranton), Monideepa Tarafdar (University of Toledo), T. S. Ragu-Nathan (The University of Toledo), "External and Internal Alignment between Supply Chain Management Practices and IT Utilization: Impacts on Supply Chain Management Performance"

William R. Newman, Bryan Ashenbaum, Peter A. Salzarulo, "Inventory Demand, Velocity, and Variability: A Multidimensional Pareto Framework"

Peter A. Salzarulo, Stephen Mahar, "Teaching Deming's Red Bead Experiment Using a Simulated Production Process"

Dien Phan (St. Cloud State University), Mark Schmidt (St. Cloud State University), "Swarm Theory and Business Intelligence Applications in Online and Catalog Retailing Firms"

Debasish N. Mallick (University of St. Thomas), Sohel Ahmad (St. Cloud State University), Roger G. Schroeder (University of Minnesota), "A Contingency Approach to Managing New Product Development"

Rachna Shah (University of Minnesota), Gopesh Anand (University Of Illinois at Urbana Champaign), "Context for Operational Excellence: Linking Front Line Employee Initiatives with Management Responsibilities"

Oanh T.K. Tran (The University of Toledo), David D. Dobrzykowski (Eastern Michigan University), "A Strategic Supply Chain Alignment Model; The Influence of 3D Strategy Alignment on Performance"

Paul J. A. Van Vliet (University of Nebraska at Omaha), "Student Assessment of Participation in Online Education – An Investigation into Virtual Meetings Using Adobe Connect"

Kathryn W. Ernstberger (Indiana University Southeast), M. A. Venkataramanan (Indiana University), "Has Spreadsheet Software Been the Skeleton Key to Mathematical Modeling?"

Woosang Hwang (University of Toledo), Mark A. Vonderembse (University of Toledo), Hassan R. HassabElnaby (University of Toledo), "The Impact of ERP Implementation on Organizational Capabilities and Firm performance"

Michael G. Wells (Minnesota State University, Mankato), John R. Olson (University of St. Thomas), "A Comparison of Offshore Vendors and University Students: An Exploratory Analysis"



THE NEED FOR SPEED

MWDSI ANNUAL MEETING:
INDIANAPOLIS, IN
May 12 - 14, 2011

Yu (Amy) Xia (Middle Tennessee State University), “Competitive Suppliers' Choice between Long-term Profit Maximization Strategy to Increase Wealth and Short-sale Promotion Strategy to Expand Market-Share”

Ying Zhang (Wesley College), Samar K. Mukhopadhyay (Sungkyunkwan University), “Salesforce Incentives, Market Selection, and Production/Inventory Planning”

The American Journal of Business

Focus: The *American Journal of Business* provides an effective medium for academics and practitioners to share and discuss key business developments and issues. The *Journal's* audience is the business community—both academic and practitioner. It is the intent of the *Journal* to publish articles aimed at improving business practices or enhancing instructional efforts through application, transfer and interpretation of knowledge. The *Journal* publishes discipline-based scholarship and welcomes contributions that apply research to practice.

General: *AJB*, now in its 26th year of publication follows a double-blind review policy by two or more reviewers. The *Journal's* goal is to provide constructive and timely feedback to authors. In the review process, the Editorial Board of the *Journal* perceives its role to be developmental rather than evaluative. The first review of manuscripts is usually completed within 12-14 weeks of submission. The manuscript acceptance rate is approximately 25 percent. The *Journal* is published twice a year. For submission guidelines, please visit, <http://www.AJBonline.org>.



Special Issue - Immigration: Impacts on Business

How does immigration (legal/illegal) affect business? Articles may center on specific business problems and a specific immigrant group, and/or take a more comparative, broader approach, contrasting experiences within the United States and other countries, or other countries altogether.

Submission deadline: January 15, 2011.