

Distinguished Colleague:

Greetings!

I would like to extend a cordial invitation to you and your colleagues to submit manuscripts for possible inclusion in the 41st DSI Annual Conference that will be held in San Diego, CA from Nov. 20 - 23, 2010. In particular, I invite you to consider submitting your manuscript to the Marketing and Management Strategy and Policy (MMSP) track at the conference!

I hope you are looking forward to this year's DSI Meetings in the beautiful city of San Diego as much as I am! As track chair for MMSP, I'm excited. I look forward to experiencing high-impact presentations from researchers like you.

As chair of the MMSP track, I invite you to submit manuscripts that address issues in management strategy and policy. Topics for the MMSP track may include research in the fields of management strategy and policy that examines issues like strategic planning, formulation, dynamic capabilities, decision making processes, competitive and cooperative strategies, resources allocation, etc. Please note that this is only a sampling of possible topics. We would be happy to receive submissions that provide other unique and valuable contributions to the field. If your interests do not fit neatly into one of these categories, I encourage you to review the full list of track offerings at the DSI Annual Conference (see below) to find one that might be a better fit.

Please note that **the deadline for refereed manuscript submissions is April 1, 2010**. The deadline for all other submissions, non-refereed research abstracts and proposals for workshops, tutorials, panels, symposia, and colloquia is May 1, 2010. A general call for the conference is attached below.

Go to the DSI website [www.decisionsciences.org/annualmeeting/](http://www.decisionsciences.org/annualmeeting/) to learn more about the conference. Manuscripts can be submitted on line at <http://dsi.byu.edu/dsi/>.

We look forward to receiving your submissions for the Marketing and Management Strategy and Policy track of the 2010 DSI Annual Conference in San Diego.

Best wishes.

Derrick D'Souza  
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**Challenging the Status Quo--Breakthrough Innovations that Rejuvenate Organizations**

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

**November 20 – 23, 2010**

**San Diego Marriott Hotel and Marina, San Diego, CA**

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## CALL FOR PAPERS

### TRACKS & CHAIRS:

#### Discipline-based Tracks:

##### **Accounting: Assurance & Public Accountability**

Robert Hutchinson  
University of Detroit-Mercy  
[hutchirl@udmercy.edu](mailto:hutchirl@udmercy.edu)

##### **Information Systems Economics**

Debabrata Dey  
University of Washington  
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Vidyanand (VC) Choudhary  
University of California Irvine  
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##### **Information Systems & Design**

Jeff Stratman  
The University of Utah  
[jeff.stratman@business.utah.edu](mailto:jeff.stratman@business.utah.edu)

T. Ravichandran  
Rensselaer Polytechnic Institute  
[ravit@rpi.edu](mailto:ravit@rpi.edu)

##### **Hospitality Management**

G. Keong Leong  
University of Nevada Las Vegas  
[Keong.Leong@unlv.edu](mailto:Keong.Leong@unlv.edu)

Natasa Christodoulidou  
California State University  
Dominguez Hills  
[nchristodoulidou@csudh.edu](mailto:nchristodoulidou@csudh.edu)

**Deadline for Paper Submissions: April 1, 2010**

#### **Program Chair:**

**Dr. Morgan Swink, Michigan State University**  
[swink@bus.msu.edu](mailto:swink@bus.msu.edu)

A little revolution is a good thing now and then. In 2009 the Decision Science Institute (DSI) celebrated its 40th year of existence as one of the leading academic societies. The annual conference in 2010 marks the beginning of the next 40 years, in which we expect to break new ground, try new ideas, and create new value for all participants.

Join us in San Diego as we launch a new chapter in the life of the DSI. We invite basic, applied, theory, and case study research in any field related to decision-making, as well as proposals for panel discussion, symposia, workshops, and tutorials dealing with research or pedagogical issues.

As a participant in the 2010 conference you can expect to enjoy the following:

- A warm welcome with numerous opportunities to meet new people, to consider new research and teaching approaches, and to enjoy the sights and sounds of San Diego
- High quality invited and sponsored sessions featuring highly respected researchers, educators, and practitioners
- A variety of venues in which you can present and receive constructive feedback on your research and teaching innovations
- Opportunities to scout out the job market and/or the talent pool
- More than 20 discipline-based and inter-disciplinary tracks that address research, pedagogy, educational technologies, and more
- Three new special interest groups addressing health care, project management, and innovation
- Conference innovations that put new twists on an already successful formula

### **Logistics, Distribution, and Order Management**

DaeSoo Kim  
Korea University  
[kimd@korea.ac.kr](mailto:kimd@korea.ac.kr)

### **International Business**

Farhang Niroomand  
University of Houston-Victoria  
[NiroomandF@uhv.edu](mailto:NiroomandF@uhv.edu)

### **Marketing & Management Strategy & Policy**

Derrick D'Souza  
University of North Texas  
[dsouza@unt.edu](mailto:dsouza@unt.edu)

### **Manufacturing Operations Management**

Jan Olhager  
Linköping University  
[jan.olhager@liu.se](mailto:jan.olhager@liu.se)

Martin Rudberg  
Linköping University  
[martin.rudberg@liu.se](mailto:martin.rudberg@liu.se)

### **Organizational Behavior & Organizational Theory**

Mike Lewis  
University of Bath  
[M.A.Lewis@bath.ac.uk](mailto:M.A.Lewis@bath.ac.uk)

### **Service Operations Management**

Larry Meno  
The University of Western Ontario

### **Supply Management**

Tom Choi  
Arizona State University  
[thomas.choi@asu.edu](mailto:thomas.choi@asu.edu)

Murat Kristal  
York University  
[mkristal@schulich.yorku.ca](mailto:mkristal@schulich.yorku.ca)

### **Topical/Interdisciplinary Tracks:**

#### **Cross-Functional Interfaces (Mrkt/OM/Finance/Acct)**

Elliot Bendoly  
Emory University  
[elliott\\_bendoly@bus.emory.edu](mailto:elliott_bendoly@bus.emory.edu)

#### **Decision Making and Problem Solving (MS/OR/Statistics)**

Shaw K. Chen, University of Rhode Island  
[chenshaw@uri.edu](mailto:chenshaw@uri.edu)

#### **Product/Process Innovation and Project Management**

Mohan Tatikonda  
Indiana University  
[tatikond@iu.edu](mailto:tatikond@iu.edu)

The venue for the 2010 DSI Annual Meeting is the Marriott Hotel and Marina. This location offers excellent weather, great access to restaurants, tours, and entertainment, and scenic view of the beautiful bay and port of San Diego. For more information visit <http://www.sandiego.org> and <http://www.marriott.com/hotels/travel/sandt-san-diego-marriott-hotel-and-marina/>

### **Submission Deadlines**

The submission deadline for refereed research papers and competitions is April 1, 2010. The submission deadline for all other submissions: non-refereed research abstracts and proposals for workshops, tutorials, panels, symposia, and colloquia is May 1, 2010.

### **Information for Contributors**

The Decision Sciences Institute (DSI) invites contributions to the 2010 Annual Meeting in the following categories: Refereed Research Paper, Non-Refereed Research Abstract, and proposals for a Workshop, Tutorial, Panel, Symposium, or Colloquium. Authors can choose between submitting a refereed research paper that will receive reviews from at least two referees or submitting a non-refereed research abstract of 50 words or less (500 characters maximum). If accepted, refereed research papers will be published in the Proceedings (available in CD-ROM format only), as well as scheduled for presentation during the annual meeting.

If an author elects to submit a non-refereed research abstract, it will be scheduled for presentation during the annual meeting but will not be published in the Proceedings. Acceptance of abstracts and papers are subject to final approval by the track chairs. Proposals for a workshop, tutorial, panel, symposium, or colloquium will be evaluated for possible inclusion in the annual meeting by the appropriate track chairs, coordinator or program chair.

Authors are required to submit all contributions online using the instructions provided in the following section and updated on the meeting website. When using the website for submission, contributors of refereed research papers and proposals for a workshop, tutorial, panel, symposium, and colloquium will also be required to submit an electronic version of their paper or proposal as a pdf attachment. So that a double-blind review process can be maintained, the electronic file should contain only the body of the paper and the title of the submission, but no author identification information (which will be captured via a web-based form).

Any individual author or co-author may submit up to three refereed research papers and/or non-refereed research abstracts to the annual meeting. (This does not include invited papers, workshops, tutorials, panels, symposia, and colloquia.) The submission of a refereed research paper or non-refereed research abstract means the author certifies the manuscript is not copyrighted, has not been accepted for publication in a journal, has not been presented or accepted for presentation at a professional meeting, and currently is not under review for presentation at another professional meeting. (Material printed in its entirety in any conference proceedings is considered published.) Furthermore, the author certifies his/her intention to

### **Process Quality & Productivity Management**

Matthias Holweg  
University of Cambridge  
[m.holweg@jbs.cam.ac.uk](mailto:m.holweg@jbs.cam.ac.uk)

### **Risk Analysis & Crisis Management**

Kathy Stecke  
The University of Texas at Dallas  
[kstecke@utdallas.edu](mailto:kstecke@utdallas.edu)

Thomas Schmitt  
University of Washington  
[qlennsch@u.washington.edu](mailto:qlennsch@u.washington.edu)

Sanjay Kumar  
The Pennsylvania State University  
[sxk89@psu.edu](mailto:sxk89@psu.edu)

### **Social Responsibility, Ethics, and Sustainability**

R.D. (Robert) Klassen  
The University of Western Ontario  
[rklassen@ivey.uwo.ca](mailto:rklassen@ivey.uwo.ca)

### **Special Tracks:**

#### **Fellow Track**

Sang Lee  
University of Nebraska-Lincoln  
[slee1@unl.edu](mailto:slee1@unl.edu)

#### **Innovation Educaion**

David Chou  
Eastern Michigan University  
[david.chou@emich.edu](mailto:david.chou@emich.edu)

#### **New Talent Showcase – Student Presentations**

Susan Meyer-Goldstein  
The University of Minnesota  
[meyer033@umn.edu](mailto:meyer033@umn.edu)

### **Special Tracks**

#### **Innovation & Entrepreneurship**

Roger Calantone  
Michigan State University  
[rogercal@msu.edu](mailto:rogercal@msu.edu)

#### **Healthcare Decision-Making & Policy**

Rachna Shah  
University of Minnesota  
[shahx024@umn.edu](mailto:shahx024@umn.edu)

Susan Meyer-Goldstein  
The University of Minnesota  
[meyer033@umn.edu](mailto:meyer033@umn.edu)

#### **Project Management**

TBD

register for and attend the meeting to present the paper, abstract, or proposal if it is accepted. The copyrights for all forms of presentation at the Institute's annual meeting shall remain with the authors.

The submission deadline for refereed research papers and competitions is April 1, 2010. The submission deadline for all other submissions: non-refereed research abstracts and proposals for workshops, tutorials, panels, symposia, and colloquia is May 1, 2010. Submitting authors will be acknowledged through a reference number right at the conclusion of the submission process.

### **Instructions for Electronic Submissions**

The 2010 DSI Annual Meeting will use the existing conference information system. The authors must make all submissions electronically only using this system, which will be available after February 1, 2010, on the DSI 2010 Annual Meeting website. All of the following information must be provided for the submission to be accepted.

a. Title of submission (title changes will not be allowed at a later date)

b. Type of submission (must select one of the following):

- Refereed Research Paper—Treat as an abstract for presentation if the paper is not accepted for publication in the Proceedings
- Refereed Research Paper—Withdraw if rejected
- Award Competition Entry—Will also be considered as a refereed research paper
- Non-Refereed Research Abstract
- Workshop Proposal
- Tutorial Proposal
- Panel Discussion Proposal
- Symposium Proposal
- Colloquium Proposal

c. Track that best fits the submission (to determine the proper track for your submission, see the track list along with descriptions and contacts of the track chairs)

d. Abstract of 50 words or less, which must accompany all types of submissions

e. Stage of your research as of today and by the time of the conference

f. Invitation information