

**DECISION SCIENCES INSTITUTE - SOUTHWEST REGION
YEAR 2009 PROGRAM CHAIR'S MESSAGE**

Welcome! Bien venidos!

Huan Ying! Bienvenue!

Ira Sha I Ma Sen! Selamat Datang!

On the behalf of the 2009 SWDSI Conference Team, permit me to thank you so much for joining us in Oklahoma City, the capital of the Great State of Oklahoma. Apart from participating in the many paper sessions, please take some time to visit and do some site seeing during your stay in the 31st largest city in the United States. As some of us may remember, Oklahoma City experienced the most destructive act of domestic terrorism in United States history when the Alfred P. Murrah Federal Building was bombed by a disaffected U.S. Army veteran in 1995. SWDSI delegates to Oklahoma City can now join the over 3 million people who have visited the Oklahoma City Bombing Memorial and Museum that was established on the site of the blast that killed 168 people and damaged more than 100 nearby buildings. In addition, delegates can also enjoy visits to Myraid Gardens and Crystal Bridge as well as recent MAPS developments such as the new baseball park, the civic center, the fairgrounds, and the canal to the Bricktown entertainment district, in particular.

Following the resignation of Dr. Joe Felan of the University of Arkansas at Little Rock around mid-September, the SWDSI 2009 Team was enlarged from 15 to 18 tracks for discipline specific paper submissions and an additional track was included for the formation of special panels, workshops, and sessions for the Mini Student and new Faculty Consortium workshops. The new due date for submissions was October 15, 2008. After three extensions and a lot of individual recruiting efforts by members of the 2009 Team as well as by members of the current SWDSI Board (several past-Presidents included), there were a total of 146 submissions. There were 6 proposals for special panels and workshops. Majority of the submitted papers were by authors in SWDSI. The states with the most submissions were Oklahoma, Texas and Louisiana. Some 3 percent of the paper submissions were from other nations. About 15 percent of the papers submissions were from non-SWDSI regions. The distribution of submissions received is presented in the Table on the next page.

Each submitted manuscript was reviewed by a minimum of two peer reviewers. All the papers were transmitted to the track chairs and they, in turn, transmitted each of the papers to at least 2 reviewers to provide comments on a standardized review form. In the event a paper is submitted by the track chair to his/her track, the manuscript was then sent to the proceedings editor to enter into the review process. One hundred and twenty-eight submissions were recommended for inclusion in this year's conference. Please join me in expressing a heartfelt thanks to all the track chairs for going the extra mile with their job responsibilities.

CHAIR	TRACK	RECEIVED	ACCEPT	RATE
Donna Davis	Student Track	25	24	
Sung-kwan Kim	MIS	16	15	
Pedro Reyes	Operations & SCM	10	9	
Mark McMurtrey	DSS/ES/KM	9	8	
Lee Revere	Innovative Education	9	8	
Jim Bishop	Management	9	8	
Charlottes Jones	Quantitative Methods/Statistics	9	8	
Mary Fischer	Accounting	8	7	
Janet Bailey	Information Security & Privacy	8	7	
Shuming Bai	Finance	7	6	
Adnan Omar	E-Commerce	6	5	
Punit Ahluwalia	Global Business	5	4	
June Lu	Online Learning	5	4	
Maxwell Hsu	Marketing	5	4	
June Wei	E-Government/Non Profit	5	4	
Noel Campbell	Economics	4	3	
Rhonda Syler	Research Pedagogy	4	3	
C. Yu	Entrepreneurship	2	1	
TOTALS		146	128	0.876712
Lai C. Liu	Special Panels (Non-papers)	6	5	0.833333

New to SWDSI in 2009 is the Pre-conference 4-hour Business Intelligence Workshop led by Dr. Jensen of Microsoft Corporation. Dr. Janet Bailey from the University of Arkansas at Little Rock has also very kindly agreed to be his co-instructor for this workshop. Due to limitations imposed by the Renaissance Hotel, SWDSI has to underwrite the initial cost of the Internet access into the room. Delegates were charged the break-even cost of \$13 and an additional \$5 if a Certificate of Participation is needed. On the behalf of SWDSI 2009, we want to thank Dr. Jensen and Dr. Bailey for their invaluable contributions to our conference this year.

This year, the social hour to promote more networking among peers is again sponsored by Dr. Teofilo Ozuna, Dean of the College of Business Administration at The University of Texas Pan American. We are grateful to him for this very generous support. Thanks to the generosity of the manager of the Bricktown Hotel and Convention Center, we will also have the luxury of a cash bar. Like last year, new members and students will find this time to be particularly useful. This session will be hosted after the General Business Meeting on Thursday evening. The well-received and attended mini-consortium for students and new faculty that was started in 2008 will be repeated this year and will also have three major sessions that deals with job search strategies to assuring continuous effectiveness via instructional innovations. The 2009 Conference Team would like to thank each of the panelists for their presence and invaluable contribution.

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

- Dr. Changtseh Hsieh of the University of Southern Mississippi for receiving the Outstanding Educator Award.
- Mr. Salmans, Dr. Kappelman, and Dr. Pavur of the University of North Texas for receiving the Best Paper Award.
- Dr. Tsang, Dr. Mok, and Dr. Kwok of The Open University of Hong Kong and Dr. Reggie Kwan of Caritas Francis Hsu College for receiving the Alpha Iota Delta Innovative Education Award.
- Ms. Yunis of the University of Texas Pan American for receiving the Best Doctoral Student Paper Award, and Mr. Lawrence Chui and Mr. Pike of the University of North Texas as well as Ms. Moore of the University Texas Pan American, recipients of the Honorable Mention Awards.
- Ms. Escarfullet, Ms. Jantzen and Ms. Tucker of The University of West Florida for receiving the Best Undergraduate Student Paper Award, and Mr. Cornejo, Mr. Griffiths, and Mr. Schmidt of the University of Texas Pan American, recipients of the Honorable Mention Award.

The SWDSI Board and the Year 2009 Conference Team would like to thank all the members of the Committee who were charged with judging and selecting the winners.

In closing, I want to thank you for this privileged to serve you as Program Chair. This conference would not have been possible without the contribution and support of many people. To all the current SWDSI officers, track chairs, reviewers, session chairs, panelists, proceedings editor, proceedings production coordinator and sponsors, thank you from the bottom of my heart. To Dr. Daily, Dr. Chou, Dr. Lin, Dr. Hsieh and Dr. Jones, thank you for being my mentors. Most of all, please accept my heartfelt appreciation and thank you so much, the delegates of SWDSI 2009, for making this conference a success. May I ask you to join Dr. Roderick Posey, our Program Chair for SWDSI 2010, in Dallas for our next annual meeting?

Best wishes for a pleasant stay in Oklahoma City and may you have a safe trip home.

Dr. Kai S. Koong
SWDSI 2009 Program Chair and President-Elect