

**DECISION SCIENCES INSTITUTE - SOUTHWEST REGION**  
**2006 DISTINGUISHED SERVICE AWARD**

is presented to



**Brian J. Reithel**

**Dean, School of Business, University of Mississippi**

In recognition of more than fifteen years of professional commitment, leadership, and service to the Decision Sciences Institute, Southwest Region, Brian Reithel has been selected to receive the Distinguished Service Award. He has been a member of the Southwest Decision Sciences Institute (SWDSI) since 1992 and of the Decision Sciences Institute (DSI) since 1990.

Dr. Reithel has served the SWDSI as President (2000-01), President Elect (1999-2000), Vice President for Programs (1998-99), Vice President – Member Services (2005 – 2008), Vice President – Student Liaison (1996-97), Council Member (1997 – 2000), and representative on the Federation of Business Disciplines (FBD) Board of Directors (1998-2001). He also has served the SWDSI as a member of the Nominating Committee, the Distinguished Service Award Committee (1997 – 1998).

Dr. Reithel's professional activities at both SWDSI and DSI conferences have included numerous paper presentations and participation in several workshops. In addition, he has been Track Chairman on several occasions and *Proceedings* editor (1999) for the SWDSI. He has participated as manuscript reviewer, session chair, and discussant for various conferences. He has served as a mentoring faculty member during the New Faculty Development Consortium of DSI in Boston in 1995 and again in Orlando in 1996. He was the creative force behind the initial development and maintenance of the SWDSI website, and he wrote the software for SWDSI's current on-line Members Directory and our on-line voting system. Dr. Reithel has published over eighty research papers regarding information systems and technology. He serves as Dean of the School of Business at the University of Mississippi. His research has appeared in *Communications of the ACM*, *Information Systems Journal*, *Information Systems Frontiers*, *Group and Organizational Management*, *Journal of Business and Public Affairs*, *Journal of*

*Information Systems Education, Labor Law Journal, Public Personnel Management and the Journal of International Information Management, among others.*

**F**or his outstanding contributions to the organization, the Decision Sciences Institute, Southwest Region, proudly confers upon Brian J. Reithel its Distinguished Service Award.