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### LSU ISDS PROFESSOR PUBLISHED IN DSJIE, RESEARCH USED IN SUPPLY CHAIN CLASS

February 12, 2010

**BATON ROUGE** – Jamison Day, assistant professor in the E. J. Ourso College of Business' Department of Information Systems & Decision Sciences, had his paper, "Using SMS Text Messaging to Create Individualized and Interactive Experiences in large Classes: A Beer Game Example," published in the Decision Sciences Journal of Innovative Education.



Amanda Veade looks on as Monica Haslauer shows off her trophy for winning the Beer Game.

The article, published in the January 2010 issue, describes how Day created a new version of the Beer Game, a supply chain simulation game played in operations courses that uses short message service (SMS) text messaging to overcome the challenges of student engagement and facilitate active learning. SMS is a communication protocol that allows for the exchange of short text messages between cell phones and other mobile devices.

According to the article, "each period, students place their order quantities via SMS text message for their upstream supply chain partner. Each student then receives an SMS message with calculations of their previous period's relevant inventory and total costs, as well as the new period's order receipts from their upstream supplier and demand from their downstream customer."

The article contains quotes from University of Houston Bauer College of Business students taking part in the pilot study of the game in 2007. "I found the use of SMS text messaging to be instrumental in helping me understand many aspects of supply chain in the Beer Game," said one student. "It allowed us to learn from 20 other students and observe their strategies in real time on the screen in front of us."

Since joining the E. J. Ourso College in 2009, Day has incorporated the SMS text messaging Beer Game into his operations and supply chain courses.

"It's definitely fun to watch the students compete against each other for the top score on the leader board," said Day. "What I like best about the game though, is how it motivates students to learn inventory management and supply chain coordination principles. Even after playing, they want to know how they could have beaten their classmates."

Day earned his undergraduate, M.B.A., and Ph.D. from Indiana University. Prior to obtaining his Ph.D. in operations management and decision science, he served as the chief technology officer of Advanteq, L.L.C., a technology and business development firm. He has more than 12 years of experience in information system and decision support technology and his clients have included Microsoft,

American Red Cross, Pain Enterprises, and the Journal of American History.

The Department of Information Systems & Decision Sciences at LSU's E. J. Ourso College of Business combines teaching and research to create a rich learning experience for its students. Relationships with industry and state agencies enable the department to assist organizations with issues related to innovation and technological change, as well as offer enhanced career opportunities for its graduates. Collaborative research efforts of its diverse faculty have resulted in major grants from the National Science Foundation and the state Louisiana. For more information, visit [www.bus.lsu.edu/isds](http://www.bus.lsu.edu/isds), call 225-578-2126, or e-mail [ISDS@lsu.edu](mailto:ISDS@lsu.edu).

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