

1979

A Look Back at the CoB's AACSB Application of 30 Years Ago

USMNEWS.NET has obtained a copy of the USM College of Business Administration's AACSB Accreditation Application of 1979. Many current CoB faculty are comparing the organization today to the one of the Joe Greene era, and this document allows for a serious assessment of where USM's College of Business stands today.

This installment (#2) shows, as other reports here at USMNEWS.NET have, how CoB administrators sometimes create an alternate version of reality in order to promote the interests and desires of certain faculty favorites. As previewed in installment #1 in this series, this report deals with the treatment of economics professor Edward Nissan.

Some of the CoB's veteran professors tend to speak nostalgically about Nissan, and his "contributions" to the College. EFIB Chair George Carter in particular likes to say things like *Nissan was an academic research pioneer in the USM business college*. These statements are designed to convey to other CoB faculty how vital Nissan's presence has been to the "research culture" in the CoB – one that Carter and others impress upon new and junior faculty that the CoB's veterans take so much pride in.¹

The insert below is a post taken from the *USM Forum – To build trust, build a team and build a campus* Internet message board. The post was written by someone using the moniker "oldCBAer," and it was part of a discussion about reports on the weblog USMPRIDE.COM (now known as USMNEWS.NET) about the research credentials of various CoB faculty.² The sentiments of oldCBAer about Nissan, highlighted below in yellow, typify the kinds of comments made about Nissan by several of the CoB's long-time faculty.

oldCBAer
Date: Jul 18, 2006
Views: 594

RE: USMPride

[Quote](#) | [Reply](#)

¹ As one source reminds us, some of those same senior faculty, particularly former Associate Dean Farhang Niroomand, tell junior faculty that Tom Lindley's presence has been detrimental to the CoB's research culture, despite the fact that Lindley often publishes with those same junior faculty – something Nissan never does – and the fact that Lindley has published in the premier journals of both economics and finance.

² The date of oldCBAer's post is 18 July 2006. Thus, USMPRIDE.COM's mission of "opening up USM's College of Business" had only been underway a few days by that time. Given the type of information being released by USMPRIDE.COM at the time – information that in the past had been hidden from CoB faculty by CoB administrators – USMPRIDE.COM was drawing the attention of USM faculty, as this particular post and thread indicates.

Chauncey DePree wrote:

oldCBAer, Thank you for your comments. My offers to you remain open. When you calm down, call me.

Dr. Depree.

I am as calm as a turtle but still don't care to meet with you. You have a history of publicly denigrating those you disagree with, both colleagues and administrators. It would be interesting to count the number of COBers you have attacked, ridiculed, and bismirched either in your "Choking Dead Chickens" or on usmpride; my guess is that the number is at least a score or more.

I believe that your response to criticism of the usmpride tables has been hypocritical. You profess to value openness, transparency, collegiality, and shared governance, but the table compilation and reporting process violates every one of those principles. Your response to criticism has been to deflect by raising other issues but never addressing the problems pointed out.

You have a link on usmpride comparing the salaries of Professors Nissan and Sawyer and listing the current COB service responsibilities of each. The implication is that given the two service records, Dr. Nissan is relatively overpaid, and that Dr. Sawyer is underpaid due to Nissan's manipulation of the system. If you want to argue that Dr. Sawyer is underpaid, and I believe such a case can be made, why not just focus on his productivity and how he ranks relative to AACSB averages? Dr. Nissan has never been an administrator; he has nothing to do with Dr. Sawyer's salary. **Dr. Nissan has been a productive member of the COB for a very long time, and was doing research before the COB had a research culture. Given his record of contributions, he is NOT overpaid;** I think you owe him an apology for suggesting otherwise. I bring this situation up as an example of your willingness to denigrate your colleagues in quest of your personal agenda.

I believe that you are sincere in thinking that your efforts will improve the college and the university; however, your methods are creating collateral damage that I believe far exceeds any potential benefits at this time.

Statements like “. . . [Dr. Nissan] was doing research before the CoB had a research culture” are useful statements to make, if true. Even if untrue or inaccurate, they can still be useful statements for CoB administrators and their sycophants to make as long as the data needed to disprove them remain locked away.³ Now, with the use of the CBA’s 1979 AACSB Accreditation Application, USMNEWS.NET reporters can check the veracity of statements like the ones made by oldCBAer on the *USM Forum – to build trust, build a team and build a campus* message board. This report is appropriate because many old-time CoB faculty of today would argue that, by 1979, the then-CBA had not developed a research culture.

Table 1 below presents data from Table III, C, 1 of the CBA’s 1979 AACSB Application. This table (Table III, C, 1) runs from page 70 through page 77 of that Application, and it contains the number of refereed journal publications produced by each of the then-CBA’s faculty. This measure, journal publications, is arguably the most appropriate one for judging a “research culture.”

Table 1
Refereed Journal Publications of 1979 CBA Faculty

Rank	Name	# Ref Journal Pubs
1	Hamwi, I.	7
	King, R.	7
3	Smith, B.	6
4	Sanford, A.	5
	Sirmon, W.	5
6	Black, T.	4
	Ivy, T.	4
8	Bracey, H.	3
	Brooking, S.	3
	Cartee, C.	3
11	Harris, W.	2
	Williams, D.	2
13	Boothe, R.	1
	Burton, J.	1
	Cameron, C.	1
	Daniel, D.	1
	Dennis, C.	1
	Hill, V.	1
	Schoell, W.	1

³ These kinds of statements fit neatly into management professor Stephen Bushardt’s “Heroes and Storytellers” framework for controlling the College. For more on this framework, visit Bushardt’s website at www.timbersnursery.com. For an analysis of how Bushardt’s writings have been applied in the CoB, see reports in the Archives section of www.usmnews.net.

	Torres, P.	1
21	Anderson, H.	0
	Carpenter, S.	0
	Clements, J.	0
	Clinton, S.	0
	Crook, L.	0
	Cummings, R.	0
	Daniel, H.	0
	Davis, J.	0
	Dear, J.	0
	Estes, T.	0
	Gottleber, H.	0
	Green, B.	0
	Greene, J.	0
	Harrison, M.	0
	Jackson, H.	0
	Jordan, B.	0
	Kenamond, F.	0
	Lewis, E.	0
	Li, C.	0
	Magruder, J.	0
	Martin, M.	0
	McDuff, L.	0
	McQuiston, J.	0
	Moore, R.	0
	Morgan, J.	0
	Nissan, E.	0
	Parrott, B.	0
	Pritchett, T.	0
	Smith, K.	0
	Smith, T.	0
	Stegenga, M.	0
	Thrower, E.	0
	Vreeland, R.	0
	West, B.	0
	Whitesell, F.	0
	Wimberly, J.	0

Note: Blue highlighting denotes instructors.

According to the then-CBA's 1979 AACSB reports, the top scholars in the 1979 CBA, at least by refereed journal publications, were Iskandar Hamwi (insurance) and Roger King (finance). Each of these individuals had seven (7) refereed journal publications. This is interesting in that veteran CoB faculty of today often state that Hamwi was an integral part

of the development of the research culture in the business school. However, most would also say that King is not associated with that movement, a sentiment that is disabused by the numbers above in **Table 1**.

Including instructors, the 1979 CBA had 56 faculty on its roster. Among those, 20 were doing research (refereed journals) *before* the CoB had a research culture. Nissan, who was an associate professor at the time, was *not* among those 20 faculty. In fact, Nissan was at the bottom of the CBA in terms of refereed journal publications, flanked by all but one of the CBA’s instructors. The remaining instructor, management’s Robert Boothe, was among the 20 CBA faculty who were doing research *before* the CoB had a research culture.

Joining Hamwi (7 pubs), King (7 pubs) and Boothe (1 pub) at the top of **Table 1** above are William Sirmon (5 pubs), Tyrone Black (4 pubs), Tom Ivy (4 pubs), Stanley Brooking (3 pubs), and Charles Cartee (3 pubs). Among these, few long-time CoB faculty of today would credit Cartee with assistance in establishing’s whatever “research culture” the CBA/CoB ever reached. **Table 1**, however, indicates that Cartee played a role. Nissan, on the other hand, did not have any refereed journal publications listed in the 1979 CBA’s AACSB reports, a fact that the current CoB’s long-time faculty would not want publicized.

For additional information, USMNEWS.NET reporters have pulled the number of professional presentations from Table III, C, 1 of the 1979 CBA’s AACSB documentation. These numbers are presented below in **Table 2**.

Table 2
Professional Program Presentations of 1979 CBA Faculty

Rank	Name	# Prof. Presentations
1	Moore, R.	6
	Williams, D.	6
3	Bracey, H.	5
4	Cartee, C.	4
	Davis, J.	4
6	Dennis, C.	3
	King, R.	3
	Smith, T.	3
9	Brooking, S.	2
	Wimberly, J.	2
11	Black, T.	1
	Cameron, C.	1
	Clements, J.	1
	Daniel, D.	1

	Harris, W.	1
	Hill, V.	1
	Jackson, H.	1
	Kenamond, F.	1
	Li, C.	1
	Nissan, E.	1
	Sirmon, W.	1
	Torres, P.	1
23	Anderson, H.	0
	Boothe, R.	0
	Burton, J.	0
	Carpenter, S.	0
	Clinton, S.	0
	Crook, L.	0
	Cummings, R.	0
	Daniel, H.	0
	Dear, J.	0
	Estes, T.	0
	Gottleber, H.	0
	Green, B.	0
	Greene, J.	0
	Hamwi, I.	0
	Harrison, M.	0
	Ivy, T.	0
	Jordan, B.	0
	Lewis, E.	0
	Magruder, J.	0
	Martin, M.	0
	McDuff, L.	0
	McQuiston, J.	0
	Morgan, J.	0
	Parrott, B.	0
	Pritchett, T.	0
	Sanford, A.	0
	Schoell, W.	0
	Smith, B.	0
	Smith, K.	0
	Stegenga, M.	0
	Thrower, E.	0
	Vreeland, R.	0
	West, B.	0
	Whitesell, F.	0

Note: Blue highlighting denotes instructors.

Of the 56 faculty listed in **Table 2** above, 22 were producing research that was presented at a professional meeting (“National” and/or “Regional”). The CoB’s Nissan was at the bottom of the list of 22, with a single (1) “Regional” presentation. At the top of **Table 2** there are two 1979 CBA faculty with 6, one with 5, two with 4, three with 3, and two with 2. Joining Nissan with 1 is a group of 11 other 1979 CBA faculty. Thus, Nissan was only a minor figure in establishing the CoB’s research culture through professional presentations.

Table 3 below lists the number of books published by the 1979 CBA faculty (taken from Table III, C, 1 of the 1979 Application).⁴

Table 3
Books Published by 1979 CBA Faculty

Rank	Name	# Books Published
1	Bracey, H.	4
2	Sanford, A.	3
3	Ivy, T.	1
	King, R.	1
	Schoell, W.	1
	Vreeland, R.	1
7	Anderson, H.	0
	Black, T.	0
	Boothe, R.	0
	Brooking, S.	0
	Burton, J.	0
	Cameron, C.	0
	Carpenter, S.	0
	Cartee, C.	0
	Clements, J.	0
	Clinton, S.	0
	Crook, L.	0
	Cummings, R.	0
	Daniel, D.	0
	Daniel, H.	0
	Davis, J.	0
	Dear, J.	0
	Dennis, C.	0
	Estes, T.	0
	Gottleber, H.	0
	Green, B.	0
	Greene, J.	0

⁴ It is likely that some of the book counts contain textbooks. However, there is still some information contained in these numbers, *and* sources have told USMNEWS.NET in the recent past that current CoB administrators are counting textbook publishing as scholarship.

Hamwi, I.	0
Harris, W.	0
Harrison, M.	0
Hill, V.	0
Jackson, H.	0
Jordan, B.	0
Kenamond, F.	0
Lewis, E.	0
Li, C.	0
Magruder, J.	0
Martin, M.	0
McDuff, L.	0
McQuiston, J.	0
Moore, R.	0
Morgan, J.	0
Nissan, E.	0
Parrott, B.	0
Pritchett, T.	0
Sirmon, W.	0
Smith, B.	0
Smith, K.	0
Smith, T.	0
Stegenga, M.	0
Thrower, E.	0
Torres, P.	0
West, B.	0
Whitesell, F.	0
Williams, D.	0
Wimberly, J.	0

Note: Blue highlighting denotes instructors.

Table 3 indicates that six (6) of the 1979 CBA faculty published books, with numbers ranging from a low of 1 to a high of 4. As with refereed journal publications, Nissan was not among this group.

The data in this report indicate that, by 1979, Nissan had almost nothing to do with the development of a research culture in USM's business school. These same data separate Nissan from the 20 or so 1979 CBA faculty who were laying the foundation for research in the CoB. Within just a few short years from 1979 (i.e., early/mid 1980s), the CBA would move to hire faculty whose research credentials today far surpass those of Nissan. After that, process of hiring research-oriented snowballed into the early 1990s.

Is this a case of “Storytellers & Heroes?” It would seem to be, at least based on the data from the 1979 CBA’s official AACSB reports. Uncovering historical documents that paint a different picture than those painted in stories from some of the current CoB veterans is an important undertaking, especially given the way rewards in the College tend to go to the objects (i.e., heroes) of the modern-day stories. Reporters at USMNEWS.NET have produced reports indicating that Nissan has been the beneficiary of unwarranted “protection” from university service, as well as special treatment in processes such as the Louis K. Brandt Research Award selection process. The service protection angle is relevant to this report, given that Table III, C, 1 of the 1979 CBA’s AACSB Application contains the actual number of committee service responsibilities for CBA faculty at the time. These numbers (for the 40 fulls and associates) are shown below in **Table 4**.

Table 4
Major University/School Committee Assignments for 1979 CBA Faculty

<u>Rank</u>	<u>Name</u>	<u># Committee Assignments</u>
1	Smith, T.	9
2	King, R.	7
3	Davis, J.	5
	Jackson, H.	5
	Moore, R.	5
6	Clements, J.	4
	Greene, J.	4
	Lewis, E.	4
	Smith, B.	4
	Wimberly, J.	4
11	Brooking, S.	3
	Cartee, C.	3
	Dennis, C.	3
	Estes, T.	3
	Ivy, T.	3
	Schoell, W.	3
	Sirmon, W.	3
	Stegenga, M.	3
19	Cameron, C.	2
	Hamwi, I.	2
	Kenamond, F.	2
	West, B.	2
	Whitesell, F.	2
24	Anderson, H.	1
	Bracey, H.	1
	Carpenter, S.	1
	Hill, V.	1
	Morgan, J.	1

	Sanford, A.	1
	Torres, P.	1
	Williams, D.	1
32	Black, T.	0
	Burton, J.	0
	Daniel, D.	0
	Dear, J.	0
	Gottleber, H.	0
	Jordan, B.	0
	Li, C.	0
	Nissan, E.	0
	Vreeland, R.	0

As **Table 1** indicates, Nissan was basically as comfortable in 1979 as he is today, almost 30 years later. In terms of fulls and associates, Nissan was at the bottom (tie 32nd), with zero committee assignments. Meanwhile, those truly laying the foundation for the CoB's research culture – e.g., Hamwi, King, Brooking and Cartee – were saddled with 2 (tie 19th), 7 (2nd), 3 (tie 11th) and 3 (tie 11th) committee assignments, respectively.

If the beginning provided by this report is any indication, the 1979 CBA's AACSB Accreditation Application may debunk a few myths about USM's College of Business.