

31st & Pearl

Dotyology 101

Now that the CoB's Undergraduate Programs Committee (UPC) is busy building a 1-hour course in regression for EFIB Chairman George Carter and Carter's best friend, Edward Nissan, perhaps they have time to implement some course offerings that might actually do some good for CoB students. One we have in mind could be called "Dotyology 101," and it would be designed to help students avoid beating down the sort of "riches to rags" career path that former CoB boss, D. Harold Doty, seems to have been on since arriving in Hattiesburg almost five years ago.

With his Tier I UT-Austin PhD in management in hand, in the summer of 2003 Doty arrived at the steps of USM's CoB, a Tier III institution at the time, as the new Dean. Doty had come from Tier I Syracuse University, where he served as Chair, to the CoB, in order to lift the organization out of the doldrums. Now, in the early months of 2008, Doty sits in a lonely office on the third floor of Greene Hall as a lowly professor of management at a Tier IV institution. How did it get that way? Let's start by pointing out that the Tier IV distinction came under Doty's watch, and the "Doty in a lonely office" part began in April of 2007, when Doty shocked the USM world by mysteriously resigning his post as Dean.

How all of this happened would be a nice subject for CoB students. Knowing how *not* to manage is just as important as knowing how to manage, and it would probably be a more interesting lesson for them. Doty could impart this lesson right out of JGH 116, especially now that he's had some experience working (teaching?) out of that hallowed hall. Doty could use the semester to explain what precipitated the resignation. Was it the antics of former Associate Dean, Farhang Niroomand, that led to Niroomand's, and, ultimately, Doty's resignation? Or, did Doty's own managerial incompetence lead to his demise, with Niroomand taking a fall because Alvin Williams, the hand-picked successor to Doty, didn't relish the sound, or the prospects, of a "Williams-Niroomand" administration? These topics represent just the beginning of the lessons that Doty could pass along to b-school students at USM. It's time MGT & MKT Chair, Tony Henthorne, put "Dotyology 101" on the books, don't you think?