

31st & Pearl

On the Folly of Rewarding Dakhlia for Osmonbekov's Successes

The recent letter to the editor of usmnews.net about Jon Carr's raise highlights the problematic structure of the CoB's 2007 "merit" raises. Carr's recent publication in *The Academy of Management Journal* brought "merit" in buckets, only his fifth-largest raise fell short of what was expected by all. These days it seems that being either John Clark, Michael Wittmann, Sami Dakhlia, Akbar Marvasti, or Mary Anderson is a necessary, and perhaps sufficient, condition for success, at least of the financial sort, in the CoB.

It seems that all Carr did was go out and do all that could be asked of someone, yet Wittmann, Dakhlia, or someone else got the reward for it. Wittmann's case is made interesting by the lack of A-level journals on his record. Carr's recent hit spells "premier." Dakhlia got "canned" from Alabama for a lack of premiers, though it seems he gets a big raise from the CoB whenever Carr hits one. Marvasti -- now there's an interesting case. We recently find out that he's presenting 8-year old papers at Dakhlia's "EFIB Fridays." At least the pizza served there is fresh, even if the papers aren't. That leaves John Clark, whose case would be better if he *weren't* trying to publish in management and marketing journals himself. When people *in* Mgt &Mkt are hitting *The AMJ*, one would think that there'd be less migration in that direction from members of other units.

Why Osmonbekov? Talai Osmonbekov, an assistant professor of marketing, has been consistently publishing in A-quality journals of late. A recent check of the spring 2007 SEDONA files in the CoB showed that. What should have been a \$10,000 (\$12,000) raise for Osmonbekov (Carr) got cut back to about \$4,500 (\$7,500) so that Dakhlia could live in Canebrake. Ain't that a hoot? Not if you're the CoB, and you need to keep good faculty. Time for redress is passing by.

31st & Pearl is a series housed at usmnews.net that features commentary on aspects of life in the CoB from a variety of columnists.