

31st & Pearl

Could Tyrone Black Rebuild the CoB?

Long-time readers of USMNEWS.net probably think that my answer to the question posed by the title of this column is a resounding "No," given the depths to which the CoB has sunk in recent memory. Had I asked this question via a *31st & Pearl* column six weeks or so ago, such thoughts would probably be right on. However, things changed with the recent "the greatest ever" series that was published here at USMNEWS.net over the past weeks. For me at least, that series was more than a reminder of things about the Black era that are widely known. I saw some things I had never really seen before, probably as a consequence of the "vitae are confidential" stance taken by so many of the CoB's mid-level managers over the years. Now, my answer is "Yes."

H. Tyrone Black, the former dean of USM's College of Business Administration, was something of a miracle worker. To think that he put together a college of business, and one with a directional moniker located in Mississippi, that included the likes of Tom Lindley, Don Davis, Eric Reidenbach, Don Robin, and so many others is nothing short of amazing. The group that Black assembled produced publications in no fewer than 10 elite-level academic journals, each of which is shown below.



That list includes *The Academy of Management Journal*, *The Accounting Review*, *The Journal of Finance*, *The American Economic Review*, the *Journal of Management Information Systems*, and as many as four marketing journals that could each be considered the premier journal in marketing. These are the *Journal of the Academy of Marketing Science*, the *Journal of Consumer Research*, the *Journal of Marketing*, and the *Journal of Marketing*

Research. All told, the "house that Black built" has produced at least one publication in the premier journal of no fewer than six business disciplines: accounting, economics, finance, management, management information systems and marketing. Throw in Lindley's publication in the *American Journal of Agricultural Economics*, and members of Team Black have published in the premier journal of seven separate academic disciplines at some point in their careers.

But, as "the greatest ever" series was so beneficial in pointing out, the accolades for the Black administration of USM's b-school don't stop there. The team that Black assembled and/or allowed to flourish during his tenure as dean in the 1980s and 1990s produced publications in more than 50 A-level journals at some point in their careers. That list includes *Omega*, *Financial Management*, *Abacus*, *The Review of Economics and Statistics*, *Land Economics*, *The Academy of Management Perspectives*, the *Journal of Banking & Finance*, the *Journal of Accounting & Public Policy*, the *Journal of Advertising*, *The Financial Review*, *Decision Sciences*, the *Journal of Retailing*, the *Journal of Accountancy*, and the *Journal of the American Statistical Society*, to name just 14. Most of the complete group, including these 14, is shown below.





You could almost wallpaper the entire second-floor dean's office in Joseph Greene Hall with the covers shown above. Just looking at the pictures in this column shows that it really is much easier to tear something down than it is to build something from nothing, which is what Black essentially did. Now, we've come full circle, just as the early *31st & Pearl* column, "Black to Fade," pointed out. And Black can't be happy with the way things have turned out, given the amount of effort that must have gone into the building process that he began in the mid-1980s.

Like most situations, there are two ways, if not more, to look at what has happened to USM's CoB over the last decade. Many of the reports here at USMNEWS.net have provided data and other evidence showing the how the rise in various forms of malfeasance in the CoB has provided the ingredients for the "perfect storm" type of collapse that many former and current CoBers have witnessed. This column, as a postscript to the recent "the greatest ever" series, has provided a glimpse into how Black's stature has swollen with the shrinkage in the CoB. And if the CoB continues on its current downward path, Black will one day become a sort of mythical figure, "a hero" whose exploits are essentially unbelievable, no matter how talented "the storytellers" are who attempt to paint the picture of Black for those who are uneducated on the subject.

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