

A Brandt Award Primer

PART 1

With [the recent](#) reports on the CoB's Louis K. Brandt Research Award, it occurred to USMNEWS.net staffers that many of the website's newer readers are probably unfamiliar with this particular award. It is given out biannually to the top researcher in the b-school. Every odd-numbered year the LKBA goes to that CoB faculty member with the best research record over the prior two calendar years, with the one exception being that the reigning Brandt professor(s) is (are) ineligible for the upcoming trophy. In past years, the award carried with it a cash prize of about \$2,500, though with the [difficulties faced](#) by the USM Foundation [in recent years](#), that amount has likely dwindled to something closer to one-fourth of that total.

A search through the USMNEWS.net Archives reveals the list of previous winners that you see in Table 1 below:

Table 1 – Prior LKBA Winners

Year	Winner(s)	Academic Unit(s)	Still with the CoB?
2011	Ernest King	Legal Studies	Yes
2009	Fujun Lai	Management	Yes
2007	John Carr	Management	No
2005	Barry Babin	Marketing	No
2003	Franklin Mixon	Economics	No
2001	Edward Nissan	Economics	No
1999	Barry Babin	Marketing	No
	Farhang Niroomand	Economics	No
1997	Mark Dickie	Economics	No
	Franklin Mixon	Economics	No
1995	Barry Babin	Marketing	No
	William Goffe	Economics	No
	Tony Henthorne	Marketing	No
1993	James Lindley	Finance	Yes
	Donald Robin	Marketing	No

Unfortunately, the Archives takes us back to only 1993. However, there is much information in the table. Of the 15 winners and co-winners from 1993-2011, six are from economics, the greatest representation of any of the CoB's units. As long-time readers of USMNEWS.net are aware, however, economics as a discipline of study no longer exists in USM's CoB, or at USM altogether. Just behind economics is marketing, with five past winners. Marketing is followed by management with two, and then finance and legal studies with one each. Looking at the 15 LKBA trophies since 1993, one also notices that only 20% of them remain in USM's CoB, meaning that a full 80% of them reside elsewhere.