

After Doty's Own Heart

Former CoBer Laurie Babin Lands what Some Call an Ill-Fitting Professorship

Former CoB marketing professor Laurie Babin, currently with the University of Louisiana – Monroe, is now the *Nelson Abell Jr. Endowed Professor in Entrepreneurship*. According to UL-M's University Advancement & External Affairs division, this professorship was established in 1996 to help support the teaching and research activities of an eminent business scholar. Sources tell USMNEWS.net that many current and former CoBers will find it unusual to see Babin (pictured below) referred to as an "eminent business scholar."



Most, if not all, will also be shocked to learn, according to sources, that Babin has been named a distinguished professor of *entrepreneurship*. Many will recall that Babin's area is marketing, and her specialties include advertising and other sub-areas in the field. Most consider entrepreneurship as part of management, not marketing. The CoB's entrepreneurship specialist is reportedly Jennifer Sequeira, a management faculty. In fact, many expect Sequeira to soon receive the *Alvin J. Williams Distinguished Professor of Minority Entrepreneurship*, a professorship set up just one year ago to honor former CoBer Alvin Williams.

Sources indicate that one former CoBer and close associate of Babin, former CoB dean Harold Doty, a management professor at the University of Texas – Tyler, is likely jealous of Babin's new title. While dean of the CoB from 2003-07, Doty attempted to build an entrepreneurship empire in USM's b-school. That effort, among many others, largely failed. Still, the CoB was able to retain Sequeira and later attract the *AJWDPME*.