

# Readers Respond . . . See Below

## All the Right Moves

*USMNEWS.NET's Duane Cobb Rates the 5 Most Impressive Departures Since '03*

With the 19-Feb-2008 departure announcements from MGT/MKT and TM Chairman, Tony Henthorne, and assistant professor of marketing, Talai Osmonbekov, the number of CoB faculty departures since 2003 gets ever so closer to 50. As such, now seems like as good a time as any to take stock in how well those departed did in their initial moves from the CoB. Here, I present my Top 5. You may have your own, which you are free to compare with mine.

First, the criteria: While the destination institution is important, one's rank, the match, and what was accomplished, also demand consideration. How well did the person do, given their field of study, etc.? Nothing goes further to highlight my criteria than my choice for the top.

### **#1 – Tony Henthorne (Marketing), UNLV**

Think for a minute about what Henthorne accomplished on 19-Feb-08. He is a marketing professor, albeit one who has spent some part of his career engaged in research in the tourism area. Just a year or so ago, he gets a chance to solidify that past research choice by rising to Chair of the CoB's Tourism Management Department. Now, he holds the equivalent position at the University of Nevada – Las Vegas, arguably the (future) Mecca of his genre. To top it off, his new department resides inside the *Harrah College* at UNLV. It really doesn't get any better than this.

### **#2 – Johye Hwang (Tourism Management), University of Missouri**

With a newly minted PhD, Hwang's stay in the CoB seemed to last but a minute. The astute young prof recognized the snake pit (the CoB) for what it is, and slam-dunked a job with the Tier II (*USNWR*, 2008) University of Missouri (Columbia). Putting it succinctly, Hwang's accomplishment is damned impressive.

### **#3 – Laurence Eisenberg (Finance), New Jersey Institute of Technology**

What former CoB assistant professor of finance, Eisenberg, accomplished borders on the amazing. Following EFIB Chairman George Carter's secret campaign to oust Eisenberg at 3<sup>rd</sup> Year Review, Eisenberg quietly lands a post at Tier II (*USNWR*, 2008) New Jersey Institute of Technology. Not only that, he began his stint at NJIT as an *associate professor*. I guess that's how a Tier II school evaluates a publication in *Management Science* and another (potentially) in *Journal of Futures Markets* (thanks to sources for this info).

#### **#4 – Joy Kozar (Fashion Merchandising), Kansas State University**

Like Hwang, Kozar went out and brought home a Tier II (*USNWR*, 2008) in Kansas State University. And, in doing so the CoB lost the Eve Marie's clothing boutique, which Kozar and her husband owned and managed. Kozar's move also impresses given that she worked under duress in USM's CoB, thanks mainly to the political battles caused by USM's Cynthia Moore. However, Kozar seemed a little more experienced than Hwang, and she didn't have to suffer the plight of working for former TM Chair, Cheri Becker. All of that leads to a #4 place, slightly below Hwang's #2, but still very impressive.

#### **#5 – Len Trevino (International Business), Washington State University**

Trevino's move to Tier II (*USNWR*, 2008) Washington State University completes *my* list of 5. As an IB prof, Trevino got to the doorstep of the Left Coast, an important consideration for this field. His Tier II destination is also important in another regard. That is, (according to sources) while in the CoB Trevino was treated (by former CoB Associate Dean Farhang Niroomand) as if he (Trevino) were lucky to be at a school the caliber of USM. By landing at WSU, Trevino proved Niroomand right – that is if one assumes by "lucky" that Niroomand meant "*bad* lucky." Trevino's move proves that *bad* luck doesn't last forever.

Again, this is my Top 5. What's yours? Stay tuned for a future report on the 5 *least* impressive departures.

### **Readers' Responses, 2/25/2008**

"I liked [your top 5 most impressive moves choices] and agreed with them. . ."

"Thanks for recognizing Johye Hwang . . . If anything, I might have ranked her first. . ."

"I did think of another best: [William] Gunther retiring to the "Bureau" . . ."

"[Other good faculty left] before the mass exodus . . ."

"Don't think it's over yet. The overall list will continue to grow."