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## **Leisa Flynn to Chair Marketing & Fashion Merchandising**

HATTIESBURG – CoB dean Lance Nail has announced that Florida State University professor of marketing, Leisa Flynn (shown below), will become the new chair of the CoB's new department of marketing and fashion merchandising. Oddly, however, Flynn's tenure in the CoB does not begin until 1-Jan-10. Until that time, CoB management professor David Duhon will continue to serve as interim chair of all marketing and fashion merchandising faculty and programs.



**Leisa Flynn**

Flynn earned a doctorate in marketing from the University of Alabama in 1989. Before that she picked up an MBA from the University of New Orleans in 1983, and in 1977 she was awarded a BA in English from Spring Hill College in Mobile. In an interesting twist, sources tell USMNEWS.net that Flynn is closely associated with former CoB interim dean, Alvin Williams, who is currently on the marketing faculty at the University of South Alabama in Mobile. Reports indicate that Williams attempted to lure Flynn to USM's CoB just a few short years ago. Flynn reportedly declined Williams' offer, citing turmoil in the CoB as a basis.

Examination of Flynn's curriculum vitae reveals a relatively active career in scholarship. In terms of unique A-level journal publications, Flynn's vitae lists four. These include:

- *Journal of the Academy of Marketing Science*
- *Journal of Business Research*
- *Clothing & Textile Research Journal*
- *Psychology & Marketing*

Look for future reports here at USMNEWS.net to examine other aspects of Flynn's pre-USM career.