

# Behind the Eight Ball

## A Look at CoB Google Scholar Cites by Eighth-Best Source

Several reports here at USMNEWS.net have examined Google Scholar cites scores for CoB faculty. These have generally aggregated all of each faculty's GS cites and ranked the CoB's faculty from first to last on the basis of an aggregate score. Like previous reports, this report ranks CoB faculty, from first to last, based on GS cites. However, it does so using only GS cites counts from each faculty's eighth-best publication (i.e., each faculty's eighth most heavily-cited paper). As such, this report is a follow-up to "Cites & Sounds," "Second Best," "Is the Third One a Charm?," "Fourth Down," "Five for Fighting," "On Your Six" and "Lucky Seven?" Table 1 below provides the new ranking, along with the year and outlet contributing the cites for each CoB faculty.

**Table 1**  
**Google Scholar Cites in the CoB: Totals from #8 Sources**

<b>Rank</b>	<b>Name</b>	<b>GS Cites</b>	<b>Source</b>	<b>Year</b>
1	Davis, Donna	9	<i>J of Product &amp; Brand Management</i>	1995
2	Lindley, James	7	<i>American Economic Review</i>	1984
3	Doty, Harold	6	<i>Journal of Managerial Issues</i>	2005
3	Topping, Sharon	6	<i>Medical Care Research &amp; Review</i>	1990
5	Nissan, Edward	5	<i>Applied Economics</i>	1993
6	Hsieh, Chang-Tseh	4	<i>Human Systems Management</i>	2001
7	Nail, Lance	3	<i>Research in Int Business &amp; Finance</i>	2003
8	Jordan, Charles	2	<i>Journal of Applied Business Research</i>	2002
	Lai, Fujun	2	<i>Industrial Mgt &amp; Data Systems</i>	2007
	Marvasti, Akbar	2	<i>Environmental &amp; Resource Economics</i>	2000
11	Carter, George	1	<i>Economic Development Quarterly</i>	1994
	Niroomand, Farhang	1	<i>Journal of World Trade</i>	1989
13	Anderson, Mary	0		
	Andrews, Melinda	0		
13	Becker, Cherylynn	0		
	Becton, Bret	0		
	Blettner, Daniela	0		
	Bonaparte, Yosef	0		
	Bradley, Greg	0		
13	Burgess, Brigitte	0		
	Chen, Kuo Lane	0		
	Collins, Brian	0		
	Clark, John	0		
	Clark, Stanley	0		
	Cumbie, Barry	0		
	Dakhliia, Sami	0		
	DePree, Marc	0		
	Drake, Erin	0		
	Duhon, David	0		
	Foster, Jamye	0		
	Gade, Michael	0		
	George, Babu	0		
	Gevrek, Deniz	0		
	Gibbs, SherRhonda	0		
	Goodwin, Kimberly	0		
	Green, Trellis	0		

	Gunther, William	0
	Hansen, John	0
	Henderson, James	0
	Hood, Matthew	0
	Jackson, Steven	0
	Jiao, Feng	0
13	King, Ernest	0
	Klinedinst, Mark	0
	Laatsch, Francis	0
	LaFleur, Elizabeth	0
13	Lambert, John	0
	Lay, Marsha	0
	Lunsford, Dale	0
	Magruder, James	0
	Malik, Farooq	0
	Monchuk, Daniel	0
	Parker, Paula Diane	0
	Pate, Gwen	0
	Paster, David	0
	Peyrefitte, Joseph	0
	Pollitte, Wesley	0
	Posey, Roderick	0
	Price, Catherine	0
	Sequeira, Jennifer	0
	Shi, Weihua	0
	Smith, Robert	0
	Smith, William	0
	Wittmann, Michael	0
	Wolf, Marco	0
	Yaoyuneyong, Gallayanee	0
	Zantow, Kenneth	0

**Notes:** The yellow highlighted entries represent the CoB's professorship holders. The blue frames depict the leaders in each of the CoB's academic disciplines -- i.e., accounting, business law, economics, fashion merchandising, finance, international business, management, management information systems, marketing, and tourism management.

There are a number of interesting results in Table 1 above. Some of these are:

- There is a 55-way tie for 13<sup>th</sup> place, all at 0 cites. This means that fully 82.1% of CoB faculty do not have an eighth paper that has garnered any GS cites. This is up from the 32.8% of CoB faculty who do not have a cite to any paper.
- Interestingly, only one of the CoB's *distinguished professors* has an eighth paper that has garnered one citation or more.
- With Cherylynn Becker's fall into the "0 cites pool," TM is now out of the Google Scholar cites tournament.
- Both James Lindley (FIN) and Sharon Topping (MGT) continue to reside amongst the top 5, simply an amazing feat for the tandem.
- With the results of this installment, two of the top 5 CoB faculty in Table 1 above are females (including the #1).

The next installment in this tournament-like series will focus on GS citations to each CoB faculty's ninth-best research paper. It will be interesting to see who stays out of the "0 cites pool." Till next time.