

Breaking News

“Floundering CoB” Making “Half-Hearted” Fundraising Effort

HATTIESBURG – On 25 April 2008, Interim CoB Dean, Alvin Williams, e-mailed members of the CoB’s management team and informed them that Meredith Cothorn, the CoB’s new Development Officer, would be visiting the chairs in each of the CoB’s three departments in order to assess the “development-related” situation in each area.



Alvin Williams, Interim CoB Dean

In his e-mail, Williams informed the chairs that he (Williams) would like to see the CoB develop new “professorships” in each of the CoB’s academic areas. Williams then reminded them that the CoB has already initiated a fundraising effort for a named professorship in entrepreneurship. Sources for USMNEWS.NET state that, at this point, Williams’ e-mail failed to “remind” the CoB’s chairs that this effort consisted of donating the proceeds from the CoB’s distinguished entrepreneur award dinners, which can’t amount to much according to sources, to an (entrepreneurship professorship) account in the USM Foundation. This particular professorship, and the mechanism for funding it, are said to be the brainchild of former CoB Dean Harold Doty.

Among other areas Williams lists as ripe for professorships are marketing, tourism management, international business and accounting. A number of points are worthy of consideration here. First, the CoB already has a professorship in international business – the *Kaetsu Distinguished Professorship in International Business*. With only one IB faculty in the CoB, it would seem nonsensical to fund a second professorship in this area. Nonsensical, that is, if one fails to account for the fact that Doty also extracted the *Kaetsu* from the EFIB when he awarded it to professor of **marketing**, Alvin Williams. As the recent 31st & Pearl editorial, [The Kaetsu Chair Goes Round and Round, Round and Round . . .](#), pointed out, the *Kaetsu* has never been held by a CoB faculty possessing actual IB credentials.



Alvin Williams, Kaetsu Professor

Second, marketing is home to what is arguably the CoB's most controversial (at present) professorship – the *Max Draughn Professorship in Healthcare Marketing*. That professorship was made controversial by its selection of Michael Wittmann, an **assistant professor** of marketing at the University of North Texas. The recent USMNEWS.NET report, [Script Padding](#), indicated that Wittmann lacks the credentials necessary to retain such a professorship, especially one supported by the largest endowment – **\$1 million** – among the CoB's four current professorships.



Mike Wittmann, Draughn Assistant Professor

Third, and before the CoB entertains professorships in accounting and tourism management, where the faculty are largely unqualified by [lack of research](#) or by [lack of terminal degree](#), the CoB should conduct a proper accounting of its current professorships. The [2008 Study on Google Scholar Cites in the CoB](#) indicated that current *McCarty Distinguished Professor MIS*, Chang-Tseh Hsieh is not only **outside of the CoB Top 10 in Google Scholar cites**, his relative GS cite count is slipping.



Chang Hsieh, McCarty Professor

Hsieh, now ranked 11th, was ranked 7th in 2007. Compare that with former TM Chair Cherylynn Becker, who rose from 29th in 2007 to a tie with Hsieh at 11th in 2008. To think that a so-called distinguished professorship is in the hands of someone who is not superior to Becker begs, according to sources, for an accounting. If it doesn't, one has to look no further, sources say, than [Roderick Posey](#), the current holder of the *Morgan Distinguished Professorship in Accounting*. Posey, who ranks 40th (out of 52) in GS cites with only one (1), is a memorable character to long-time readers of USMNEWS.NET. It was his [bogus claim](#) of having published "more than 100" accounting articles that made front page news here several months ago.



Rod Posey, Morgan Professor

Sources tell USMNEWS.NET that the CoB is floundering, and Williams' e-mail is evidence of that. They also indicate that this so-called fundraising effort is half-hearted, and seems more like a push to make the new, yet-to-be-named CoB Dean believe that the current crop of CoB administrators – four Interim and one permanent – appear to be working hard, and not hardly working. Finally, sources tell USMNEWS.NET that Williams' plea that people want to give money to the CoB is disingenuous, and people know that. Nothing that has occurred since 2003 would lead one to conclude that people want to give money to the CoB. Now things are worse, given that we are in a recession with Interims all around, and having just come off AACSB probation. Cothorn's job is "not for the faint hearted," as she will undoubtedly soon discover.