

Breaking News

Management & Marketing Hires Glascoff

HATTIESBURG – A source has informed USMNEWS.NET reporters that the Department of Management & Marketing at USM has hired marketing professor David Glascoff (D.B.A., M.P.H.) to replace former CoB marketing professor Barry Babin, who left the CoB after 2006-07 to assume the reigns as a departmental chair at Louisiana Tech University. Glascoff comes to USM from Western State College of Colorado, located in Gunnison, Colorado. According to *U.S. News & World Report's America's Best Colleges 2007*, WSCofC is a Tier IV liberal arts college with an undergraduate student body of 2,177. While at WSCofC, Glascoff served in a Department of Business, Accounting and Economics, which has only 10 faculty (www.western.edu).

Reporters at USMNEWS.NET conducted an EBSCOhost search of Glascoff, and the following journal publications were found:

TABLE 1
Journal Publications, David W. Glascoff

<u>Year</u>	<u>Journal Publications</u>
2007	
2006	
2005	
2004	
2003	
2002	
2001	Journal of Non-Profit & Public Sector Marketing Healthcare Management Review
2000	SAM Advanced Management Journal
1999	
1998	
1997	
1996	
1995	
1994	
1992	
1991	Marketing Education Review
1990	
1989	Journal of Marketing Education
1988	
1987	
1986	
1985	
1984	Journal of Marketing Education

As Table 1 above indicates, Glascoff is not “Academically Qualified” by the CoB’s definitions of AQ standards (for AACSB Maintenance of Accreditation). Instead of focusing on basic academic research, Glascoff has produced more than 75 features/columns for *Marketing Health Services*, a practitioner magazine published quarterly by the American Marketing Association. These pieces range in length from a few paragraphs to just more than one page.¹

Table 1 above also indicates that Glascoff’s academic career spans 23 (or more) years, which includes a stint on the faculty at East Carolina University in the 1980s. Glascoff also works as a Health Care Consultant through Glascoff Consulting, Inc. Sources tell USMNEWS.NET that, with the prominence of the healthcare industry in Hattiesburg, there should be plenty of consulting work for Glascoff while at USM. If so, then acquisition of an AQ designation by Glascoff might be quite difficult. Given the pending 6th Year AACSB Review, this could pose some difficulties for the CoB in early 2008.

¹ *MHS* features have a maximum word limit of 3,500 words, while columns for *MHS* top out at 1,800 words.