

Breaking News

Glascoff Now Wants Tenure-Track Job

HATTIESBURG – Reporters at USMNEWS.NET have learned that the CoB's visiting professor of marketing, David Glascoff, is now a finalist for one of the many tenure-track positions in the CoB's management and marketing department. Glascoff's on-campus interview falls on 25-October-2007.

A **Breaking News** item from July-2007 broke the news that Glascoff had been hired by the CoB as a visiting professor of marketing for 2007-08. That same news item (headline shown below) reported that Glascoff, who holds a DBA from Mississippi State

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Management & Marketing Hires Glascoff

University, as well as an earlier degree from USM, came to the CoB from Western State College of Colorado, a Tier IV liberal arts college in Gunnison with an undergraduate student body of just 2,177. The news item also indicated that while at WSCofC, Glascoff served in the Department of Business, Accounting and Economics -- a unit that had only 10 faculty.

That same July-2007 **Breaking News** item also included a table showing Glascoff's research production (journal publications) since 1984. That table is inserted below for inspection.

Year	Journal Publications
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

Among the things Table 1 shows is that Glascoff's research record is less than stellar (to say the least). It consists of just six journal publications, mainly of the pedagogical variety. As such, Glascoff's record will not put him in good stead when it comes to meeting the requirement of having the record of a full (or, in this case, an associate) in order to be hired by the CoB as a full (or, in this case, an associate). Another thing Table 1 highlights is the fact that Glascoff is not "Academically Qualified," at least not by journal publications. Glascoff has not published a journal article in over 5 years.

The earlier **Breaking News** item also point out that Glascoff manages his own business -- Glascoff Consulting, Inc. -- wherein he provides consulting services for the healthcare industry. With this experience, Glascoff may be able to maintain a "Professionally Qualified" certification. However, the CoB's AACSB Peer Review Team has already indicated to CoB administrators that the CoB's academic credentials are seriously lacking. Thus, it is difficult to see how hiring Glascoff on a tenure-track basis does any other than harm the CoB's already-shaky re-accreditation program.