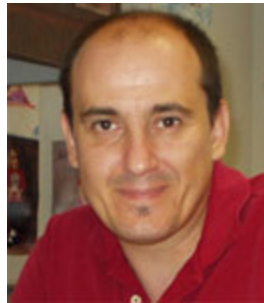


## Breaking News

### Osmonbegone!

HATTIESBURG – Reports have reached USMNEWS.NET stating that Talai Osmonbekov, an assistant professor of marketing, has resigned from USM's College of Business. According to sources, Osmonbekov will be joining the marketing department at Northern Arizona University in the fall of 2008.

Osmonbekov has been the subject of numerous reports here at USMNEWS.NET that point out the potential costs to the CoB's reputation of using the merit pay process as a political favors system. Those reports have indicated that two *politically* active members of the CoB – economists Sami Dakhliya and Akbar Marvasti – were provided about \$17,500 in combined rewards from the 2007 merit pay process.



**Sami Dakhliya**



**Akbar Marvasti**

At the same time, Osmonbekov – a more productive scholar of late than either of these two economists – received a paltry \$4,477 merit raise in the spring of 2007. Another of those [reports](#) compares Osmonbekov's productivity and \$4,477 merit raise to the productivity of assistant professor of marketing, Michael Wittmann, who received a whopping \$9,324 merit raise in 2007.



**Michael Wittmann**

That report shows that Osmonbekov has **10 journal publications** to Wittmann's 9, and that **four** of Osmonbekov's articles appear in **A-level journals**, which include **2 each** in

the *Journal of the Academy of Marketing Science* and the *Journal of Business Research*. That report also points out that more than half of Osmonbekov's research appears in B-journals or better, while less than half of Wittman's research does, with none of Wittmann's 9 publications landing in an A-level outlet. On top of it all, Wittmann had held his PhD 33 percent longer at the time of the report above.

The Talai Osmonbekov story will go down in CoB lore as an example of the pitfalls of rewarding *politically active* faculty over *scholarly productive* faculty. The speed with which the drama played out, with the CoB failing to adequately reward Osmonbekov in June of 2007 and Osmonbekov announcing his departure in February of 2008, will be the subject of countless conversations for years to come. Osmonbekov's story is a lesson for young CoB faculty about the folly of rewarding *immobile* faculty at the expense of mobile ones. In this case, as in others, the market has spoken, and with disastrous consequences for the institution (USM).