

## Breaking News

### SEDONA's Fault?

HATTIESBURG – Reporters at USMNEWS.NET have just received a 25-Sept-07 e-mail sent to CoB Chairs by the CoB's Interim Dean, Alvin Williams. Chairs later forwarded the e-mail to faculty in the College. That e-mail concerns the CoB's AACSB Maintenance of Accreditation efforts, and is pasted below:

From: Alvin Williams [mailto:[alvin.williams@usm.edu](mailto:alvin.williams@usm.edu)]  
Sent: Monday, September 24, 2007  
To: 'George Carter'; 'steve jackson'; 'Tony Henthorne'  
Cc: 'Joseph Peyrefitte'; 'Linda Jordan'  
Subject: AACSB Report - CoB Intellectual Contributions

Colleagues:

As we work to complete the AACSB report, I think it is very important to show on-going research work in the CoB. SEDONA does not really allow for works-in-progress and related efforts. To further indicate what we are actually doing, I would like to get ALL CoB faculty to submit to the Chairs, electronically, the following information:

Working papers, planned conference proceedings/presentations, work-in-progress, submissions, revisions, acceptances, etc. The Chairs should have this submitted to me by 5 p.m. on Wednesday of this week. Include manuscript/paper titles along with the targeted journals/conferences.

Thanks for your efforts as we prepare the final pages of the report.

Alvin J. Williams, Interim Dean  
College of Business  
University of Southern Mississippi

After attempts by CoB administrators and others to lay blame for the CoB's current AACSB Re-accreditation troubles on various individual CoB faculty, Williams now appears to be attempting to shift at least some of the blame to SEDONA, the software program used by the CoB to house to professional activities of its faculty. According to Williams, "SEDONA does not really allow for works-in-progress and related efforts," and he (Williams) urges faculty to provide respective departmental chairs with "working papers, planned conference proceedings/presentations, work-in-progress, submissions, revisions . . ." etc., all so that the CoB's management team can show the AACSB Peer Review Team ". . . on-going research work in the CoB."

A look at a sample SEDONA vita, obtained by USMNEWS.NET via a Mississippi Open Records Act request in spring of 2007, shows Williams' comment about SEDONA's capabilities to be disingenuous. Below, USMNEWS.NET reporters have inserted various

sections of Barry Babin's SEDONA vita (as of spring 2007). Babin, who departed the CoB after 2006-07 for Louisiana Tech University, served as Chair of Management & Marketing during 2006-07.

## ***Barry J Babin***

College of Business  
Professor - Management & Marketing  
Date of Hire: 1991  
**Date of Last Promotion:** 2001  
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### **INTELLECTUAL CONTRIBUTIONS:**

#### **Refereed Articles**

- Muk, A. & Babin, B. J. (2006). U.S. Consumers' Adoption - NonAdoption of Mobile SMS Advertising. *International Journal of Mobile Marketing*, 1 (1), 22-29.
- Babin, B. J., Griffin, M. , Kim, E. , & Lee, Y. (2005). Modeling Consumer Satisfaction and Word of Mouth: Restaurant Patronage in Korea. *Journal of Services Marketing*, 19, 133-139.
- Taylor, C. R., Babin, B. J., & Kim, K. (2005). Marketing to Asian Americans: The Impact of Acculturation and Interpersonal Influence on Ethnocentric Consumer Preferences. *Journal of the Korean Academy of Marketing Science*, 15 (3), 187-210.
- Babin, B. J., Griffin, M. , & Boles, J. S. (2004). Buyer Reactions to Ethical Beliefs in the Retail

As the insert above shows, the (near) top portion of Babin's SEDONA vita provides ample space for Babin to present a list of "Refereed Articles." Here Babin indicates having a 2006 publication in the *International Journal of Mobile Marketing* as well as a 2005 publication in the *Journal of Services Marketing*, among others. For "forthcoming" articles, SEDONA provides CoB faculty with the option of stating "in press" inside the parentheses denoting dates in Babin's file above (e.g., "(2006)").

#### **Refereed Proceedings**

##### **Full Paper**

- Babin, B. J. (2004). Une autre incursion du côté obscur: comment les femmes et les hommes travaillent à leurs achats de cadeaux. *Association for French Marketing Conference*.
- Babin, B. J., Griffin, M. , & Robin, D. P. (2003). Perceived Legality and Wine Buying Intentions. *World Marketing Congress*, 265-269.
- Babin, B. J., Boles, J. S., & Griffin, M. (2001). The Moderating Role of Service Environment

The next insert, shown above, indicates that CoB faculty are provided by SEDONA with the option of listing various "Refereed Proceedings." In Babin's case above, various "Full Paper" proceedings are listed. SEDONA allows for presentation of other types of proceedings (not shown by Babin's SEDONA example).

As shown below, SEDONA affords CoB faculty the ability to list "Invited Articles," "Invited Reviews," and "Books." Babin lists a number of each.

### **Invited Articles/Reviews**

- Babin, B. J., Chebat, J. , & Robicheaux, R. (2006). Introduction to the Special Section on Retailing Research: The Mind and Emotion of the 21st Century Shopper. *Journal of Business Research*, 59, 1279-1280. (Invited)
- Babin, B. J. & Chebat, J. (2005). Introduction to the Special Section on Retailing Research. *Journal of Business Research*, 58, 1110-1111. (Invited)
- Babin, B. J., Chebat, J. , & Robicheaux, B. (2005). Comments on the Special Section Resulting from the 2002 SMA Retail Symposium. *Journal of Business Research*, 58, 653-654. (Invited)

### **Book**

- Babin, B. J. & Zikmund (late), B. (2007). *Essentials of Marketing Research*, Mason, OH: Thomson.
- Zikmund (late), W. & Babin, B. J. (2007). *Exploring Marketing Research*, Mason, OH: Thomson.
- Hair, J. F., Blaci, W. C., Babin, B. J., Anderson, R. & Tatham, R. (2006). *Multivariate Data Analysis, 6th Edition* Prentice Hall.
- Babin, B. J., Hair, J., Monev, A. & Samuel B. (2002). *The Essentials of Marketing Research*, Mason, OH: Thomson.

Let's not forget about "Book Chapters." Babin also lists one of those (shown below).

### **Book Chapters**

#### **Refereed**

- Babin, B. J. & Hair, J. (2002). Technology and the New Economy: Implications for Higher Education and the Marketing Discipline. In Arch G. Woodside (Ed.) *Essays by Distinguished Marketing Scholars of the Society for Marketing Advances*, (pp. 57-68). U.K.: Elsevier Science.

As shown below, Babin lists both "International" and "National" presentations in SEDONA's "Presentation of Refereed Papers" section.

### **Presentation of Refereed Papers**

#### **International**

- Babin, B.J. (2006). *Methods in Marketing Research: Factors Influencing non-Publication*. Presented at French Marketing Association, Nantes, France.

#### **National**

- Babin, B.J. & Borges, A. (2005, May). *Product Category and Promotion Theme Congruency: Its Effect on Preference and Retail Store Image*. Presented at Academy of Marketing Science Annual Conference, Tampa, Florida.
- Babin, B.J., Ferrell, O. C., & Chung, C. (2005, May). *Cultural Aspects in Marketing Ethics Research and Pedagogy*. Presented at Academy of Marketing Science Annual Conference, Tampa, Florida.
- Babin, B.J., Fowler, A., & Este, A. K. (2005, May). *Burning for Fun or Burning for Money? Illicit Consumption Behavior in a Contemporary Context*. Presented at Academy of Marketing Science Annual Conference, Tampa, Florida.

Though not shown by Babin's inserts above, "Regional" presentations can be included in one's SEDONA file. Note also that all of the presentations listed above by Babin are of the "Refereed" variety. Next, we turn to "Presentation of Non-Refereed Papers." Babin lists a number of these, both of the "International" and "National" sort (see below).

## **Presentation of Non-Refereed Papers**

### **International**

- Babin, B. J. & Hair, J. F. (2006, November). *Structural Equations Modeling Seminar*. Invited presentation at Society for Marketing Advances Annual Conference, Nashville, Tennessee.
- Babin, B. J. (2006, July). *Publishing Basic Marketing Research around the World: Perspectives and Issues from All Corners*. Invited presentation at 2006 Academy of Marketing Science Cultural Perspectives in Marketing, Seoul, Korea.

### **National**

- Griffin, M., Hair, J., & Babin, B. J. (2006, May). *Another Look at Wine and Popular Culture -- Some Grounded Theory*. Invited presentation at 2006 Academy of Marketing Science Annual Conference, San Antonio, Texas.

As the insert below indicates, SEDONA provides a template for the listing of a CoB faculty's Ph.D. Dissertation title.

### **Dissertation**

A C-E-V Model of Hedonic Shopping Activities

As you can plainly see, Babin modeled hedonic shopping activities. Next, Babin's SEDONA vita shows that one's "Working Papers" can be presented.

### **Working Papers**

- Babin, B. J., (2005). "Defining Trust in Multicomplex Marketing Organizations: Antecedents and Outcomes".
- Babin, B. J., (2005). "Sex Differences within A C-E-V Model of Retail Shopping Behavior: Theoretical and Practical Implications" targeted for *The Journal of Retailing*.
- Babin, B. J., (2005). "A Case for Nonlinearity in the Disconfirmation - Satisfaction Function" targeted for *Journal of Marketing*.
- Babin, B. J., (2005). "Introduction to the Special Section on Retailing Research: Things Change, Things Stay the Same" targeted for *Journal of Business Research*.

In a few instances Babin indicates the "target" outlet for his working papers. These include *The Journal of Retailing*, among others. This section shows off the flexibility of the SEDONA system. CoB faculty can create templates that allow for inclusion of targeted conference meetings, book volumes, etc. The first paper in Babin's list above would qualify as either a "work-in-progress" or a "working paper." Thus, this report, particularly the section just above, shows that SEDONA allows CoB faculty to do everything that Williams' e-mail suggests that SEDONA doesn't allow. What's more, the creator of SEDONA explained to CoB faculty (during various training sessions) that SEDONA's presentation is fully customizable, a point even CoB SEDONA Coordinator Donna Davis harped on in the discussion about personal web pages during the CoB's 31-Aug-07 convocation.

What are we, then, to make of Williams' e-mail? Sources tell USMNEWS.NET that Williams appears to be attempting to drown the CoB's AACSB Peer Review Team in paperwork. By requiring CoB faculty to duplicate, via separate documentation, loads of information that can be listed in SEDONA, Williams may be doing just that.