

Checking on the Harvest

A Look at the Latest Crop in the CoB Faculty Farm System

The practice of sending favored CoB undergraduate and graduate students off to get PhDs so that they can return to USM to serve as b-school faculty is an old one. Numerous CoB faculty are believed to have been part of this program (e.g., Gwen Pate, George Carter, etc.), with the latest potential one being soon-to-be newly-minted PhD Katie Ponders. Ponders (shown below) is arguably one of the more controversial CoB figures over the past decade or so.



Katie Ponders

These day Ponders is not only ABD in marketing (at LSU), she recently won the inaugural *Brenda Derby Memorial Award* at the May-08 AMA Marketing & Public Policy Conference in Philadelphia. This award is given to a "doctoral student of distinction in both the preconference and conference portions of the program." Additionally, Ponders has already worked as an article referee for the *Services Industry Journal*. These details lead some sources to speculate that Ponders may be headed elsewhere (i.e., not to USM's CoB) -- perhaps to Louisiana Tech University, where former CoBer Barry Babin heads the marketing department -- after graduating from LSU.