

CoB Human Resources Update

June, 2008

The 2007-08 academic year has been a particularly devastating one on the human resources front in the CoB. All four of its departments suffered faculty losses, though some suffered more than others. Below is a summary of much of what has occurred over the past 9 months or so:

- Marvin Albin, ACC (retirement)
- Stephen Bushardt, MGT (Spring Hill College)
- Francis Daniel, MGT (Tennessee State University)
- David Glascoff, MKT (Spring Hill College)
- Tony Henthorne, TM (University of Nevada at Las Vegas)
- Daniel Michael, MGT (received terminal contract)
- Franklin Mixon, ECO (Auburn University)
- Talai Osmonbekov, MKT (Northern Arizona University)
- Michael Vest, MGT (retirement)
- Alvin Williams, MKT (University of South Alabama)

As the list above indicates, things were particularly bad for management and marketing. And if sourced reports are true, they will be getting worse in just a few short months. Associate professor of management, Jon Carr, is reportedly joining the management faculty at Texas Christian University after December of 2008. Carr is the 2007 Louis K. Brandt Research Award winner, and the loss of his research profile will certainly be felt by the MGT & MKT department.

Several units attempted to hire in 2007-08, but with budgetary problems and other issues facing the CoB, the going was rough. For example, MIS resorted to hiring a "CoB retread" in Dale Lunsford of High Point College. Lunsford was on faculty in the business school at USM in the 1990s, but sources say he was encouraged to seek employment elsewhere due to a lagging research record. Now he is back, and sources indicate that his research program is on approximately the same trajectory that it was on during his first stint at USM. While Lunsford will be located at USM -- Gulf Park, sources tell USMNEWS.NET that MIS also hired a new MIS PhD from Auburn University to assist efforts at the Hattiesburg campus.

Over in finance, another curious hire was made. Long-time academician, Francis Laatsch from Bowling Green State University, was brought on board for 2008-09. As shown in past reports here at USMNEWS.NET, Laatsch's research record is uneven at best. The Hattiesburg finance faculty also hired new PhD Kimberly Goodwin from the University of Alabama. Goodwin is being brought in to revive the CoB's real estate program, which was devastated by several actions taken by the Harold Doty administration of the CoB (2003-07). Sources describe the position Goodwin will assume in the EFIB as a "potential trap," in that she will be relied up to increase the number of real estate majors. Sources tell USMNEWS.NET that putting the responsibility of increasing majors in an EFIB program on a single individual is a ploy that EFIB chair George Carter has used as a punitive measure in the past. Creating a foil out of Goodwin could have disastrous consequences with respect to her academic career.

The list of faculty who have departed the CoB since Doty took office in 2003 has swelled to about 50, and it continues to rise. Much of what has occurred to date has been younger, productive faculty moving on to bigger and better things. What's to come? Well, there is a nice-sized group of CoB faculty nearing retirement. When this group departs, and it will largely do so at once, the result could, in many ways, be catastrophic for USM's business school. New CoB dean Lance Nail is set to arrive in a matter of days. This situation has to be his top priority.

For those who are new to USMNEWS.NET, a list of CoB faculty departures and arrivals (since 2003) is [available here](#), and it is updated periodically. We are happy to report that we have located a couple of faculty who departed since 2003, but went off the radar for a while. One of these is former CoB visiting assistant professor of fashion merchandising, Lizhu Davis. Davis is

now affiliated with California State University at Fresno. Davis is listed on the Fresno State website as an assistant professor of fashion merchandising. She is currently researching in the areas of consumer perceived value and consumers' shopping experiences.

The other is former CoB assistant professor of management, Jie Yang, who is now an **associate** professor at Kean University (New Jersey).



Jie Yang

Yang was once one of the CoB's [most highly cited profs](#), especially considering her junior status among CoB faculty. Yang's research productivity has not waned. A recent search turned up a 2008 solo article in *Production Planning & Control*.



Yang has also had articles appear recently in *Omega* (2008), *Technology Analysis & Strategic Management* (2008; solo), and *International Journal of Technology Management* (2008).



Two of the four journals above are A-level outlets in USM's College of Business.

As we close this installment of *CoB Human Resources Update*, we chose to spotlight one of the faculty on the list of 50 who left the CoB since 2003. That individual is former CoB associate professor of international business, Len Trevino. Trevino, who departed the CoB within one year of Doty's arrival, is now an associate professor in the Department of Management and Operations at Washington State University, a **Tier II** institution according to *U.S. News & World Report*.



Since leaving USM's CoB in 2004 for WSU, Trevino has won a research award (2005) and received four grants (2005-06). Not only that, he has published in a number of journals since departing, including the four shown below:



Three of the four journals above are A-level outlets in USM's College of Business.

Trevino currently has **237 Google Scholar cites**, which is about 2.8 times the number garnered by CoB professor of economics, Farhang Niroomand, the closest competitor from ECO/IB. Trevino's total of 237 would also easily rank him 4th [in the CoB](#) (out of 52) of 2007-08.