

CoB News, 25 July 2008

"The metamorphic effects of power are at first imperceptible, but quickly act to change humanitarian impulses. As observed by psychoanalyst Manfred Kets de Vries (1991), being in the top position influences the way others relate to power holders, and this in turn affects their thinking and, then, behavior. Whereas these changes may take place in individuals occupying any higher level position, the role of dean in a traditional academic college is so unique as to magnify their consequences. This uniqueness stems from an absence of objective and immediate measures of performance combined with arcane governance procedures that may permit some deans to hold office for years without being confronted by those who disagree with their judgments (Julius, Baldrige, & Pfeffer, 1999)."

Arthur G. Bedeian, 2002

Dean Nail's Inaugural Address

New CoB dean, Lance Nail, may not have had an actual inauguration ceremony, but he did send out a blanket e-mail to CoB faculty and staff marking the occasion of his new appointment in USM's CoB. That e-mail, sent to CoB faculty and staff on 21-July-2008, is inserted below:

From: cob-facstaff-bounces@listserv.usm.edu [mailto:cob-facstaff-bounces@listserv.usm.edu]
On Behalf Of Lance A. Nail
Sent: Monday, July 21, 2008
To: Faculty-Staff
Subject: [Cob-facstaff] Greetings All!

Dear Colleagues:

I want to thank everyone that I have met so far for such a warm welcome to Southern Miss. Although I have just completed my first full week on the job, I have already been fortunate enough to meet many of you in person and feel your enthusiasm for the College of Business and our bright future.

As we go forward I would like to dedicate my Tuesdays through the end of the year to meeting with all of the faculty and staff of the college in one-on-one meetings in half hour blocks. Please contact Sonia to set up a time to meet. I would ask that you prepare a brief agenda or list of discussion points of your strategic assessment of the college in advance of our meeting and send to Sonia so that I may have time to review your thoughts and have a more educated dialogue with you concerning our shared strategy and vision for the college. The insights that I gain from you will be used to formulate our future strategic plan, so please take this opportunity to offer your input into the future of the college and for us to become more acquainted. Linda Jordan will be coordinating the meeting times for the GC faculty, but I would prefer that you send your advance discussion points to Sonia so that we will have them organized in a central location.

I want to close this introductory message by thanking you for allowing me the opportunity to serve as your dean. Undoubtedly, we face some challenges ahead but we also face great opportunities. Let's work together to seize upon those opportunities and build a College of Business that is a source of immense pride for all of us and for all of our stakeholders.

Thanks again and I look forward to working with all of you-
Lance

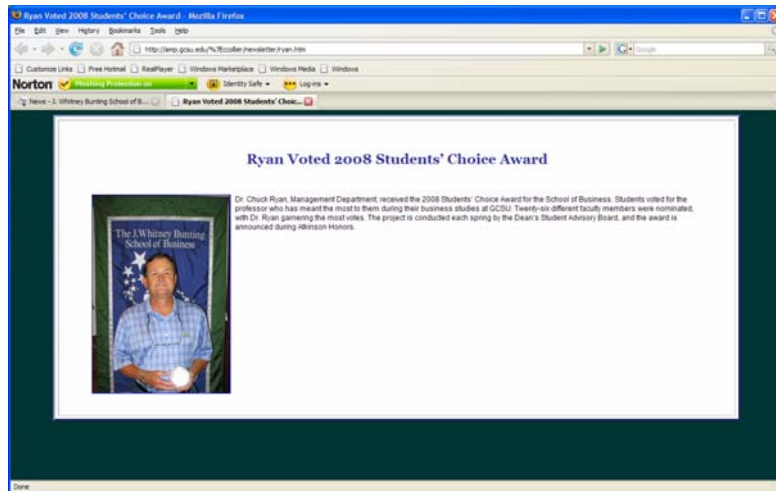
Lance A. Nail, PhD, CFA
Dean and Professor
College of Business
University of Southern Mississippi
211 Joseph A. Greene Hall
118 College Drive # 5021
Hattiesburg, MS 39406-0001
601.266.4659

As Nail's e-mail above explains, he (Nail) wants to complete a series of half-hour strategy sessions with each and every one of the CoB's faculty over the summer and fall semesters. According to sources, this is the very way that former CoB dean, Harold Doty, began his tenure as dean in 2003. And, if Nail conducts these sessions the way Doty conducted his interviews, sources say that CoB faculty can expect to be on the receiving end of insults, expletives and other awkward comments

and glances. Look for future reports here at USMNEWS.net to follow up on these interviews and strategy sessions.

Ryan Delivers at GC&SU

Former CoB associate professor of management, Chuck Ryan, took home the 2008 Students' Choice Award in the *J. Whitney Bunting School of Business* at Georgia College & State University. To win the award, SoB faculty must receive the most votes of business students, who are voting for the business school faculty member who has "meant the most" to them during their business school days at GC&SU.



As the insert above indicates, Ryan received more votes than the other 25 nominees for the 2008 Award. Congratulations, Professor Ryan.

Niroomand not Going to Cali

According to the July/August 2008 issue of **BizEd**, William Silver was recently selected as the new dean of the School of Business and Economics at Sonoma State University in California. Sources tell USMNEWS.net that former CoB associate dean, Farhang Niroomand, put in an application for that position during 2007-08. According to **BizEd**, Silver was most recently the senior associate dean and chief operating officer at the Daniels College of Business at the University of Denver.

"The Best Ever": What We've Seen Thus Far

The new USMNEWS.net series on "the greatest ever" scholars in each of the CoB's units is as popular as reporters first guessed it would be. At the time of this writing (23-July-2008), that series has covered finance, international business, real estate, insurance, fashion merchandising and management. Table 1 below shows just who the series has revealed are "the best ever" in these various CoB units.

Table 1
The Best Ever Scholars in Each CoB Unit

Unit	"The Greatest Ever"	Close Calls
FIN	Lindley, James	
IB	Trevino, Len	
RE	Salter, Sean	
INS	Hamwi, Iskandar "Alex"	
FM	Kozar, Joy	Burgess, Brigitte Moore, Cynthia E.
MGT	Doty, Harold	Carr, Jon

Readers are reporting that this series has not only been enjoyable, but enlightening as well. According to what reporters have uncovered, FIN's James Lindley is not only tops in FIN, he is also "the best ever" in the CoB, period. Like so many of the CoB's top-shelf scholars, Lindley was brought into the CoB during the Tyrone Black administration. Others in Table 1, such as Len Trevino, Sean Salter and Alex Hamwi, dominate their respective units from a historical perspective. All three left the CoB during the Harold Doty administration. The same goes for FM's Joy Kozar. In FM's case, however, the race was (is) close. Interestingly, the series gave USM Associate Provost, Cynthia Easterling Moore, a close call. To hear top-level CoBers describe her, one would think Moore had never written an academic article in her career.

Looking ahead, the series has yet to discuss economics, management information systems, tourism management, business law and marketing. That means it is only about 50% done. A future issue of **CoB News** will provide a complete summary of the results.

How Much do Juries Love Doty?

CoB insiders tell USMNEWS.net that, though USMNEWS.net readers can get a fairly good sense of the shortcomings of former CoB dean, Harold Doty, through reports here at USMNEWS.net, one really needs to "experience" Doty firsthand to get a true appreciation of him. If so, local juries who may soon be getting a personal taste of Doty's ". . . salty personality" will be able to test insiders' beliefs about "the Doty experience." Doty, who is a key figure in two legal proceedings -- one in Forrest County Circuit Court, and the other in United States District Court -- recently gave a federal court deposition, parts of which show how what sources refer to as "Doty's Napoleonic complex" might look to county/federal court juries. Various parts of that deposition are inserted below, and each one offers some insight into Doty's personality (Q=counsel's question/directive; A=Doty's response; Mr Hooks=Doty's legal counsel; Mr. Fountain=plaintiff's legal counsel; The Witness=Doty):

Q.	Please state your name.
A.	Harold Doty.
Q.	Dr. Doty, are you a doctor?
A.	Indeed.

Q. What were y'all studying?
A. Geo physical data processing systems.
Q. In layman's terms what is that?
A. It's systems to process Geo physical data.

Sources say that the gold-framed interaction above is "classic Doty," representing a case of "too clever by half."

MR. HOOKS:
Does that have anything to do with this litigation.
THE WITNESS:
Nothing.
MR. HOOKS:
We object.
MR. FOUNTAIN:
THE WITNESS:
Frankly it seems like we are on a fishing trip here.

In the interaction above, Doty seems to confuse his role as witness with that of legal counsel and/or judge. This theme occurs in various interactions below, as well.

Q. You had -- when were you removed as the dean of the business college?
A. I wasn't.
Q. You weren't?
A. That's correct.
Q. What happened?
A. I resigned as dean.
MR. HOOKS:
Object to the question. It has nothing to do with the question of qualified immunity I direct the witness not to answer the question.
MR. FOUNTAIN:
You said you retired?
A. I'm not going to answer.

Sources say that the above exchange shows just how "touchy" the subject of the Doty/Niroomand "resignations" really is.

Q. At some point did you see being or having to discharge the functions of the dean of the business college?

A. Yes.

Q. When was that?

A. In April.

Q. Of what year?

A. 2007, I think, but it could have been six. I don't remember. I'd have to count it up.

Memory lapses are a part of many legal proceedings. Will ones like that above "fly" with a jury?

Q. And when you arrived, what was the status of that case?

A. Again and for the third time I don't know.

A. For the second time I don't remember.

A. I believe when we covered this matter before I told you that I turned the matter over to the EEO officer which is the appropriate procedure for the dean to take in the matter. I believe that's the same answer I gave you last time you asked that question.

Q. Does he tell you that he previously made the same request of you?

A. He states that.

Q. He said that with this request it is the third request doesn't he?

A. You're reading the memorandum if that's what's state there had that's what it says.

Q. I'm going to hand you an e-mail, it's at the top of this page. It's marked 261 and it's from you to Posey with a carbon copy to Niroomand. And subject the wall street journal ago don't I can partnership program study. Ask you if you can identify that e-mail?

A. I believe we already discussed the content of this e-mail.

Insiders say Doty has a "short fuse." The passages above do nothing to disabuse one of that notion. When, or if, Doty takes the stand in upcoming legal proceedings, juries will get their own sense of Doty's aura. Sources say it's difficult to believe that they will see him in a positive light.

Hwang and Wong Continue to Soar

Former CoB assistant professors, Johye Hwang (tourism management) and Sunny Wong (economics), continue to soar in terms of academic research. Hwang, now on faculty at the University of Missouri, and Wong, now affiliated with the University of San Francisco, have both recently picked up A-level journal publications.



In Hwang's case, that publication comes via the *International Journal of Hospitality Management*. In the case of Wong, the journal is *Economic Inquiry*. Each of these former CoBers exited the CoB during the Harold Doty administration. As so many reports here at USMNEWS.net have pointed out, the Doty administration of the business school at USM is going down in history as the most disastrous ever on the human resources front. Finally, reporters believe that each of these two former CoB faculty has a very real chance of one day becoming "the greatest ever" in their respective disciplines.

"If We Say It, They Will Believe It"

After only one year of the Martha Saunders administration of USM, a year in which little was done, publicly at least, by Saunders and her staff, the editorial staff at *The Hattiesburg American* is ready to proclaim the Saunders administration of USM a resounding success. In a 23-July-2008 editorial entitled "Saunders appears to be good investment," *THA* editors say that Saunders ". . . has done a

great job of organizing the administration and bringing an upbeat presence to the campus." And, without citing any of Saunders' tangible accomplishments, *THA* editors state that Saunders ". . . should be proud of the work she has done in the short time she has been [at USM]."

Saunders appears to be good investment

July 23, 2008

Was the \$106,000 spent by the state College Board and the University of Southern Mississippi to find Martha Saunders a good investment?

Saunders, who came to the university in May 2007 from the chancellor's post at the University of Wisconsin-Whitewater, has done a great job of organizing the administration and bringing an upbeat presence to the campus.

Hattiesburg American reporter Valerie Wells used a public records request to determine the cost of the presidential search. Almost \$90,000 of the total was paid to Greenwood/Asher and Associates of Miramar Beach, Fla. Greenwood/Asher is a consulting group that does the heavy lifting in executive searches.

"Anything we spent was worth it because of the result," said Ray Scurfield, professor of social work at Southern Miss' Gulf Coast campus.

The money paid for the search for the USM president will surely be a better investment than the almost \$225,000 the College Board spent to bring Robert "Doc" Foglesong to the top job at Mississippi State University.

Foglesong lasted less than two years as the MSU president.

His search was blanketed in secrecy and his selection was criticized by many MSU alumni and students.

The search that brought Saunders back to her native Hattiesburg was also conducted mostly behind closed doors, but there was more transparency.

"What we learned from the search at MSU, we applied to the search at USM," said College Board member Robin Robinson of Laurel. "Communication is key."

She said everyone at Southern Miss was interested and wanted to be involved in the process. "What made a difference at USM was we actually had the alumni person, Bob Pierce, ask 'What can we do to help?' That's why it went so well," she said.

We don't expect Saunders to leave USM after only a couple of years. She has plenty of ties to this area and she should be proud of the work she has done in the short time she has been here.

Down the road, we believe we will be able to look back at the Saunders search and determine that it was money well spent.

As for Saunders, she continues to tout the need for USM administrators et al. to place "image development" at the top of the to-do list. Saunders even reiterated this point vis-à-vis the USM-GC operation during the Bureau of Business and Economic Research mid-year economic conference a week ago. The insert below shows how the USM public relations office presents Saunders on the USM web site. That photo has been in use since Saunders arrived in Hattiesburg back in May of 2007, about one year ago.



The next photo (below) was taken just a few short weeks ago, during Saunders' deposition in a United States District Court proceeding. This photo was taken at approximately the one-year anniversary of Saunders' ascension to the USM presidency. As such, it can't be far removed from Saunders' appearance as of May of 2007, when the photo above was placed on USM's website.



The age difference between Saunders 1 and Saunders 2 appears to be significant. Thus, USM PR officials seem to be providing a false "image" (is that known as "image development"?) of USM's chief executive officer. This may be part of a campaign dating back to the mostly-secret 2006-07 interview process that brought Saunders to USM. Back then, reports that Saunders appeared much younger than her actual age were circulating throughout the USM community.

How far can "image development" development take USM, a Tier IV institution? That remains to be seen. What we know now is that it is working well for the institution's top brass.