

# CoB News, 26 January 2009

## Former CoBers Lopez & Kozar Breaking Out Again

From the recent update to the [CoB's Brain Drain, Part 2](#), former CoB marketing faculty Tara Lopez, now an assistant professor of marketing at Southeastern Louisiana University, is back on the research march. Lopez recently published articles in both the *Journal of Business Case Studies* and the *Journal of Diversity Management*.



Certainly not to be outdone, former CoB assistant professor of fashion merchandising Joy Kozar (pictured below), now with Kansas State University, recently published an article in the *Clothing & Textiles Research Journal*, which is rated as an A-level fashion merchandising journal at USM.



Since leaving the CoB just a few short years ago, Kozar has produced two A-level publications. One of these is the aforementioned C&TRJ, while the other is in the *Family & Consumer Sciences Research Journal*.



These are in addition to publications in the *Journal of Family and Consumer Sciences* and the *Journal of Fashion Marketing & Management*, among others.

## Fun with Economic Outlook Conference 2009 by Hal Greene



Director of the CoB's Bureau of Business & Economic Research, William Gunther, draws a graph (on a napkin) showing some fellow Economic Outlook Conference 2009 attendees the benefits of scheduling this year's conference on one of Gunther's teaching days.



CoB economics professor, Akbar Marvasti (foreground), asks Federal Reserve Bank of Atlanta President, Dennis Lockhart (behind podium), if the Fed has finally realized that it should establish a barter-based economy in the U.S.

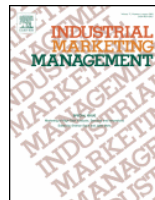
## Brain Drain Elites by Department

The news item above on former CoBers Tara Lopez and Joy Kozar was produced with the assistance of information contained in the latest update to [Brain Drain Elites](#). This item also makes use of that update by arranging the 24 A-level journal publications (contained in that update) along CoB department lines. Below each of the 24 is placed under the appropriate department in terms of CoB faculty losses since 2003. Beneath each column are each column's main former CoB contributors.

### EFIB



### MGT&MKT



### SAIS

### TM







Lo, Melody  
Haggard, Stephen  
Mixon, Franklin  
Salter, Sean  
Tang, Lingui  
Trevino, Len  
Wong, Sunny

Babin, Barry  
Kozar, Joy  
Osmonbekov, Talai  
Yang, Jie

Hutchinson, Joe

Going into this feature USMNEWS.net reporters speculated that the EFIB would dominate the list. It did win, but not by the expected margin, given MGT&MKT's performance, led mainly by former CoBers Barry Babin, Brian Gregory, Joy Kozar, Talai Osmonbekov and Jie Yang. The longer EFIB column is the result of support from a larger number of former CoBers, including Melody Lo, Stephen Haggard, Franklin Mixon, Sean Salter, Linghui Tang, Len Trevino and Sunny Wong. In terms of the tourism management column, former CoB TM associate professor Joe Hutchinson carries the entire load. Sources believe, however, that when former CoB TM professor Tony Henthorne gets rolling in his new position at UNLV the TM column will grow significantly. Finally, it appears safe to state that none of the SAIS' AACSB re-accreditation difficulties, which were largely due to a lack of quality research, had anything to do with faculty losses from that quarter. The SAIS column above is a vacuum.

For a look at where these former CoBers are now situated, visit USMNEWS.net's expansive [CoB Faculty Turnover, 2003-Present](#) list.