

# Down and Out

*USMNEWS.NET's Duane Cobb Rates the 5 Least Impressive Departures Since '03*

With the 19-Feb-2008 departure announcements from MGT/MKT and TM Chairman, Tony Henthorne, and assistant professor of marketing, Talai Osmonbekov, the number of CoB faculty departures since 2003 gets ever so closer to 50. As such, now seems like as good a time as any to take stock in how badly some of those departed did in their initial moves from the CoB. Here, I present my Top 5 for *least impressive* initial jumps. You may have your own, which you are free to compare with mine.

First, the criteria: While the destination institution is important, one's rank, the match, and what was, or in this case *wasn't*, accomplished, also demand consideration. How well did the person do, given their field of study, etc.? Nothing goes further to highlight my criteria than my choice for the top.

## **#1 – Laurie Babin (Marketing), University of Louisiana – Monroe**

Now in her second semester at the University of Louisiana – Monroe, an institution classified by *U.S. News and World Report's America's Best Colleges 2008* as only a 4<sup>th</sup> Tier Master's Level Southern university, Babin is teaching a three course load, with three preps. That is, Babin is teaching Fundamentals of Marketing (300-level), Marketing Management (400-level), and Marketing Strategy (500-level), giving her two undergraduate sections and a graduate section. All of this spans from 9:30am to 10:45am *and* 6:00pm to 8:45pm on Tuesdays, and from 9:30am to 10:45am *and* 3:00pm to 5:45pm on Thursdays. Is this what she left USM's CoB for? Not only does Babin's teaching load resemble a "George Carter Punishment Special," by working at the Monroe-based campus she is separated from family throughout the day (as we'll see just below). Of course, Babin's stint in the CoB didn't end without controversy. She chaired the CoB academic honesty committee that was responsible for *copying* the Syracuse University business school's academic integrity policy.

## **#2 – Zaher Hallab (Tourism MGT), California State University – East Bay**

By landing at California State University – East Bay, Hallab's landing pales in comparison to that of former fellow CoB TMer, Johye Hwang. As indicated in my previous list, Hwang hauled in the #2 most impressive initial move when she arrived at the University of Missouri, a Tier II national institution (*USNWR 2008*). Not only that, another former CoB TMer, Joe Hutchinson, departed for the University of Central Florida, a Tier III national institution (*USNWR 2008*). Want to hear the real kicker? Both Tanya Ruetzler and Jim Taylor, former CoB TMs with Hallab, are now at Ole Miss! So, for someone (Hallab) whom the CoB's administrators (former CoB Dean Harold Doty and former CoB Associate Dean Farhang Niroomand) consistently rewarded with top-of-the-CoB raises, Hallab appears to have been only

the fifth best (if that) member of his own department (TM) while in the CoB. I guess you could say that these other four grew tired of getting “Hallabed” by the political support of Hallab with each and every raise cycle that passed.

### **#3 – Shahdad Naghshpour (ECO), University of Southern Mississippi**

Naghshpour departed the CoB’s EFIB for the CoAL’s Economic Development group. About all that can be positively said about this move is that it didn’t entail a drop from one of *USNWR*’s top four tiers (for national universities). It did, however, involve moving into the most denigrated unit at the Tier IV University of Southern Mississippi – a feat in itself. Let’s not forget that Naghshpour’s former EFIB colleague, Farooq Malik, also moved from USM to USM. But, at least Malik managed to stay out of ED. In fact, Malik moved into finance, arguably a good move for Malik, even if not for USM. And, Malik managed a 26.7 percent raise in the process, thanks largely to his (Malik’s) political support of EFIB Chair, George Carter. The main lesson from the Naghshpour “move”: If you want to make the Top 5 list of *most* impressive moves when you leave USM, you have to actually *leave* USM.

### **#4 – Stephen Bushardt (Management), Spring Hill College**

Bushardt’s #4 ranking actually has less to do with the destination school than you might think. Let’s not kid ourselves – Bushardt wanted to land a position at William Carey University, not Spring Hill College. Have you seen the price of gas lately? Instead of (hardly) working at the local private, religious institution, Bushardt will be driving 100 miles or more to an out-of-state private, religious institution. WCU would’ve kept him nearer to Canebrake (on a daily basis), as well as nearer to the daily CoB intrigue that he’s used to make a name for himself. That just it, in a nutshell: WCU knows his game, and wouldn’t have any of it. SHC doesn’t know yet, but with any effort on Bushardt’s part, they soon will.

### **#5 – Barry Babin (Marketing), Louisiana Tech University**

Babin’s placement on this list is due to at least two factors. First, Babin’s desire to move to Louisiana Tech University is directly responsible for his wife, Laurie, having to land at the University of Louisiana – Monroe. Let’s not forget where Laurie ranks as a result of that move. Second, and perhaps more importantly, Babin follows on the heels of former marketing faculty like Don Robin, David Hardesty, and Dan Fisher. These three left the CoB for Wake Forest University, the University of Miami, and the University of Tulsa, respectively. Hardesty is now at the University of Kentucky. With all of the hype surrounding Babin for more than a decade, why is there such a big difference in what these former CoBers did and what Babin was able to do (by moving)?

Again, this is my Top 5 for *least* impressive. What’s yours?