

# "Dr. Lai . . . Come on Down!"

## From Once Secret Vitae to 2009 Louis K. Brandt Predictions

Our [recent series](#) on the 2009 Louis K. Brandt Faculty Research Award has drawn significant interest among readers. The results of that series' predictions were even discussed by assistant professor of accounting, Mary Anderson, in a recent federal court [deposition](#). Given that former interim CoB dean, Alvin Williams, had CoB faculty vitae uploaded to USM.edu just before departing for the University of South Alabama, USMNEWS.net reporters decided to re-run the analysis using these public CoB faculty research records (2007-08) in order to provide alternative predictions on the LKBRA. Our previous predictions relied on research records (2007-08) that were available at Academic Search Premier, Business Source Premier, and EconLit. It also made use of the CoB's mid-1990s journal classification system. Since that series was posted, the CoB's 2007-08 journal ranking committee, headed by assistant professor of economics Sami Dakhli, completed its work on the CoB's 2008 journal classifications. This LKBRA report provides predictions that are based on these newer journal classifications. Again, only journal publications over 2007-08 are examined here due to the two-year window (2007-08) used by CoB administrators and/or LKBRA referees for selecting the 2009 LKBRA winner. The results of our latest analysis are shown below in Table 1.

**Table 1**  
**2009 Louis K. Brandt Award Predictions via New CoB Public Vitae**

<b>Rank</b>	<b>Name</b>	<b>Unit</b>	<b>2007-08 Journal Publications</b>
1	Lai, Fujun	MIS	Industrial Management & Data Systems Supply Chain Management: An International Journal Total Quality Management & Business Excellence Journal of Supply Chain Management Industrial Management & Data Systems <a href="#">International Journal of Production Research</a> <a href="#">International Journal of Quality &amp; Reliability Management</a>
2	Anderson, Mary	ACC	Journal of Business & Economics Research <a href="#">Advances in Accounting</a> <a href="#">The CPA Journal</a>
3	<a href="#">Hsieh, Chang-Tseh</a>	MIS	International Journal of Electronic Finance <a href="#">Journal of Computer Information Systems</a> Industrial Management & Data Systems Communications of the IIMA
4	Lindley, James	FIN	<a href="#">Financial Management</a> Managerial Finance
	<a href="#">Wittmann, Michael</a>	MKT	<a href="#">Industrial Marketing Management</a> Journal of Business-to-Business Marketing
6	Sequeira, Jennifer	MGT	<a href="#">Journal of Business Research</a> International Journal of Globalization & Small Business Journal of Developmental Entrepreneurship
7	Burgess, Brigitte	FM	<a href="#">Environment &amp; Behavior</a>
	DePree, Marc	ACC	<a href="#">The CPA Journal</a>
	Green, Trellis	ECO	<a href="#">Applied Economics</a>
10	Chen, Kuo Lane	MIS	Journal of Systemics, Cybernetics & Informatics Journal of Systemics, Cybernetics & Informatics Communications of the IIMA International Journal of Innovation & Learning

11	Jordan, Charles	ACC	Journal of Applied Business Research Academy of Accounting & Financial Studies Journal Journal of Business & Economics Research Journal of Business & Economic Perspectives Journal of Education for Business Journal of Applied Business Research Journal of Organizational Culture, Communications & Conflict Academy of Accounting & Financial Studies Journal Oil, Gas & Energy Quarterly
12	Clark, Stanley	ACC	Journal of Business & Economics Research Journal of Business & Economic Perspectives Journal of Education for Business Journal of Applied Business Research Journal of Organizational Culture, Communications & Conflict Academy of Accounting & Financial Studies Journal Oil, Gas & Energy Quarterly Journal of Business & Economics Research
13	Nissan, Edward	ECO	Clm Economica Journal of Global Business Journal of Economic Studies Southwestern Journal of Economics International Advances in Economic Research Journal of Business Issues Journal of Economics & Finance Journal of Global Business Southwestern Economic Review Informacion Comercial Espanola Revista de Economia Southwestern Journal of Economics Multinational Business Review
14	Carter, George	ECO	Journal of Global Business Journal of Economics & Finance Journal of Economics & Finance Southwestern Economic Review Informacion Comercial Espanola Revista de Economia Southwestern Journal of Economics
15	Hood, Matthew	FIN	Journal of Economics & Finance Journal of Sports Economics
	Malik, Farooq	FIN	Quarterly Review of Economics & Finance International Review of Economics & Finance
17	Monchuk, Daniel	ECO	The Review of Regional Studies Journal of Regional Analysis & Policy Review of Agricultural Economics Journal of Nicotine & Tobacco Research
18	Niroomand, Farhang	ECO	Southwestern Journal of Economics Journal of Economic Studies Journal of Global Business Multinational Business Review International Advances in Economic Research
19	Pate, Gwen	ACC	Academy of Accounting & Financial Studies Journal Journal of Business & Economic Perspectives
	Shi, Weihua	FIN	Review of Pacific Basin Financial Markets & Policies Journal of Financial Services Marketing
	King, Ernest	BL	Managerial Finance Atlantic Economic Journal
22	Becker, Cherylynn	TM	Journal of Food Service Business Research
	Clark, John	FIN	Managerial Finance

	Magruder, Scott	MIS	J of International Technology & Information Management
	Peyrefitte, Joseph	MGT	Journal of Managerial Issues
26	Jackson, Steven	ACC	Journal of Business & Economic Perspectives
			Journal of Business & Economic Perspectives
			Journal of Business & Economic Perspectives
27	Lambert, John	IB	Revue du Management Technologique
			The Academy of Marketing Studies Journal
			The Entrepreneurial Executive
			Journal of Legal, Ethical & Regulatory Issues
			Journal of Organizational Culture, Communication & Conflict
28	Zantow, Kenneth	MGT	Research in Ethical Issues in Organizations
			International Journal of Information Technology Management
29	Henderson, James	ACC	Journal of Business & Economic Perspectives
	Marvasti, Akbar	ECO	American Economist
	Posey, Roderick	ACC	Journal of Business & Economic Perspectives
32	Topping, Sharon	MGT	Advances in Healthcare Management
33	Dakhli, Sami	ECO	
	Davis, Donna	MIS	
	Doty, Harold	MGT	
	Drake, Erin	FM	
	Duhon, David	MGT	
	Gunther, William	ECO	
	Klinedinst, Mark	ECO	
	LaFleur, Elizabeth	MKT	
	Price, Catherine	TM	
	Smith, Robert	ACC	
	Smith, William	MKT	
	Yaoyuneyong, Gallayanee	FM	

**Notes:** A-level journals are listed in blue font. The CoB's endowed professorship-holders are listed above in red font.

As Table 1 indicates, MIS' Fujun Lai holds the top spot for the 2009 LKBRA. Lai currently has two A-level journal publications. He also has a number of other hits to bolster his grasp on the top spot. Interestingly, MIS' *McCarty Distinguished Professor*, Chang-Tseh Hsieh, sits in the third spot, with one A-level publication to his credit.



**Fujun Lai**

Perhaps Lai should get some consideration from the new Lance Nail administration of the CoB for [that title](#) in the near future.<sup>1</sup>

According to USMNEWS.net sources, with so little time remaining before the LKBRA contest ends, there would seem to be little chance of Lai relinquishing the top spot before

<sup>1</sup> Hsieh is, however, the CoB's highest-ranking endowed professorship-holder.

the end of the calendar year. A Lai victory in the race for the 2009 LKBRA would be huge for the CoB's Gulf Coast operation, where Lai is located. It would also be a salve for Lai, who sources say was recently forced to delay his *early* application for promotion to associate professor for one year.

Besides Hsieh, the only other CoB endowed professor in the Top 10 of Table 1 above is Michael Wittmann, the *Draughn Professor of Healthcare Marketing*. Wittmann is ranked 4th, along with finance professor James Lindley. Unlike Lindley, however, Wittmann's position resulted from the [recent marketing journals re-classifications](#) made by Dakhli's committee. In Wittmann's case that was the re-classification of *Industrial Marketing Management* from a B- to an A-level marketing journal.<sup>2</sup> The CoB's remaining two distinguished professors, Roderick Posey (*Morgan Professor of Accounting*) and David Duhon (*Kaetsu Professor of International Business*), are not even ranked in the Top 25 of Table 1.

While Lai is the highest ranking MIS faculty, and Lindley and Wittmann are the highest ranking FIN and MKT faculty, respectively, Mary Anderson (at #2) is the highest ranking ACC faculty. Jennifer Sequeira (at #6) is the highest ranking MGT faculty, while Trellis Green (at #7) is the highest ranking ECO faculty. Brigitte Burgess (at #7) heads the FM list, and Cherylynn Becker (at #22) sits atop the TM group. Interestingly, only one of these individuals, FIN's Lindley, is a full professor. Finally, it is worth noting that this report ranks Lai, Anderson, and Hsieh 1st, 2nd and 3rd, respectively, while the previous series ranked Lindley, Jennifer Sequeira (MGT) and Farooq Malik (ECO) 1st, 2nd and 3rd, respectively. That earlier series, however, was not based on a data set as comprehensive as the one used here.

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<sup>2</sup> The upgrade of *IMM* was missed by USMNEWS.net staffers in the recent *Special Report* entitled [A Bird's Nest on the Ground](#). Thus, Wittmann benefited from the 2008 journals re-classification process by more than previously reported.