

Ego Busting

A Guest Column by **Victoria Tyler**

The [recent letter to the editor](#) regarding CoB accountant Michael Dugan's ego is as enlightening as it is humorous. At the top of Dugan's publication list at usm.edu, at least as of 6-Sept-2011, are a couple of 2009 publications in the *Journal of Applied Business Research* and the *Academy of Accounting and Financial Studies Journal*. Why would such low-level hits require ego stroking? CoB accountants Charles Jordan, Steven Jackson and others have been providing these for years. Come to think of it, some of these same folks also seem to be in need of ego stroking from time to time. What is it about the CoB's accountants that vanity-style publications require parades and days-long celebrations?

Over in marketing resides another needy prof, at least in the ego stroking sense. Assistant professor Wesley Pollitte loves the attention that comes from publications in *Academy of Management Journal* and *Journal of International Business Studies*. That is, he loved it until word spread around Greene Hall that the list of co-authors on these articles looks, on average, like the starting lineup of Scott Berry's USM baseball team. Pollitte is listed as the *ninth* of *twelve* authors on the AMJ side, while he is *seventh* of *eight* on the JIBS contribution. Looking at the ordering of contributors, with the first letter of the last names in sequence, these two come down as K-H-R-C-P-A-D-M-Pollitte-H-M-W and H-K-G-C-H-D-Pollitte-C. Clearly, Pollitte was little more than a minor player on each. Even his third publication, which is in the *Journal of Product Innovation Management*, shows Pollitte as the *third* of *three* authors, with the sequence coming in as D-S-Pollitte. At this point, one really has to wonder what's going on here.

If these needy faculty are generally representative of what's going on in the CoB in terms of research activity, then dean Lance Nail may be operating the most expensive, least productive group the organization has ever seen. One has to again wonder if the recent administrative bloat in the CoB is a way to get the ego stroking down to the masses sooner rather than later. With the game Pollitte is running, along with the incredibly shrinking Dugan, the pressure on CoB administrators to continue to recognize management's Fujun Lai only grows. And with Lai being one of only a handful of CoBers keeping the organization from falling into complete obscurity, the Louis K. Brandt Award will likely have his name inscribed once again in 2013.