

Exited Stage Left

Heading West

Carr, Kozar, Fisher and Lo Leave the CoB for Bigger Opportunities

The 2002-2010 period for USM's business school was one of turmoil and loss. During that period, one that was largely characterized by the failed deanship of D. Harold Doty (2003-07), hordes of high-quality faculty departed the organization. This new usmnews.net series looks back on many of those faculty, concentrating mainly on what they have accomplished in the years since exiting stage left of the b-school at USM.

One of [these faculty](#) is **Jon Carr**, an associate professor of management who left the CoB shortly after Doty's removal as dean. Carr secured [an academic appointment](#) in the Neeley School of Business at Texas Christian University, a very impressive move according to usmnews.net sources.



After leaving the CoB, Carr published an article in *Journal of Applied Psychology*, a superb hit for someone in management. Carr has also added two publications in *Journal of Management* and with one in *Entrepreneurship Theory and Practice* and *Organizational Behavior and Human Decision Processes*, itself a top-flight management journal.

Another [major loss](#) for the CoB has been **Joy Kozar**, who departed a few years before Carr's exit. Kozar was an assistant professor of fashion merchandising at [the time](#) of her departure, and she secured an [academic appointment](#) at Kansas State University.



Since leaving the CoB, Kozar has published once in *International Journal of Consumer Studies*, and twice each in *Family & Consumer Sciences Research Journal* and *Clothing and Textiles Research Journal*. Taken by itself, this is a nice research portfolio, and one that would be benefitting the CoB had it retained Kozar.

At about the same time that Kozar left for KSU, CoB assistant professor of marketing **Dan Fisher** hit the road as well, [bound for](#) the University of Tulsa. This similarly stellar move meant that the CoB would not reap the reward of Fisher's research program, which continued to meet with success after landing at UT.



Since leaving the CoB, Fisher has published an article in *Marketing Theory* to go with two publications in *Journal of Business Ethics*, all high-quality additions to his portfolio. Another publication - this one in *Corporate Reputation Review* - added to the two in *JBE* in establishing Fisher's reputation as a leader in marketing ethics. A publication in *Journal of Targeting, Measurement and Analysis for Marketing* has also kept Fisher's name in the general marketing literature.

Finally, and perhaps the [biggest loss](#) represented in this report, is Melody Lo, who [departed](#) the CoB in 2006 as an assistant professor of economics. Lo accepted a position at the University of Texas - San Antonio at [what was reported](#) to be a 40% raise. Lo left the CoB earning just over \$68,000 per academic year, and [reportedly received](#) a \$31,000 raise, representing a 45% increase! These reports appear today (2014) to have been accurate - a web search revealed that Lo has been earning \$115,750 in recent years at UTSA.



The group of A-level journals above indicates that Lo is indeed *earning* her pay from UTSA. In addition to a publication in *Journal of Applied Econometrics*, Lo has also published in *American Journal of Political Science*, the premier journal in that field. Adding publications in *Journal of International Money and Finance*, *Southern Economic Journal* and two in *Economics Letters* produces a monumental accomplishment for Lo - one that USM could not replace.

Five of the six former CoB faculty covered in the first two entries in this new series left USM for Texas Christian University, Washington State University, University of Tulsa, Kansas State University and University of Texas - San Antonio. None of these could be called a "peer institution" by USM. The sixth faculty left for the University of Tilburg, another superior institution. These details paint a not-so-pretty picture for USM's stakeholders.