

Gender and Salaries in USM's College of Business, 2003-Present

As reported in other links on this website, CoB Dean Harold Doty isolated 10% of the College's allocation of 2006 raise money in order to provide market adjustment raises for all CoB faculty earning below 80% of the relevant AACSB median salary. Another purpose of the isolation of raise money was to provide equity raises to the College's female faculty. Doty mentioned to members of the CoB's administrative team that the female faculty in the CoB had been underpaid relative to the male faculty.

A separate report on this website found that there was insufficient statistical evidence for the purpose of isolating raise money for such equity adjustments. This series examines the gender-salary relationship in the CoB since 2003, or the year that Doty arrived.

Because Doty's decision about equity raises in the Spring of 2006 has not been explained to CoB faculty in any detail, we are left wondering whether any female(s) faculty in the CoB did not qualify for the salary adjustment. For example, Elizabeth LaFleur was hired as a Professor of Marketing at USM in 2004-2005 by her former USM classmate Alvin Williams (USM, '74). LaFleur's 2004 arrival at USM followed a 17-year stint at Nicholls State University.

Given the time of her arrival, LaFleur has never been part of the CoB's merit pay process, one that has supposedly favored males over females under former Deans (according to Doty). Not only that, it has been reported at usmpride.com that LaFleur secured a starting salary of \$90,000 in 2004-2005. LaFleur's salary puts her four percentage points closer (than Babin's salary) to the AACSB median salary for marketing professors (see other reports at usmpride.com).

LaFleur's initial salary package is even more interesting when compared to Laurie Babin's (also Professor of Marketing) compensation level at the time (i.e., 2004-2005). According to salary documents posted on usmpride.com, Babin had just received a merit raise (Summer of 2004) of \$5,106, bringing her 9-month salary to \$86,223, at the time LaFleur arrived. Thus, LaFleur arrived earning \$3,777 **more than** Babin was earning at the time.

A *Business Source Complete* search covering the past 10 years (1997-2006) highlights the inexplicable nature of the salary inversion resulting from this case. The table below presents a publications count by journal category for the two marketing professors.

| | <u>A</u> | <u>B</u> | <u>C</u> | <u>Other</u> |
|---------|----------|----------|----------|--------------|
| Babin | 3 | 3 | 1 | 1 |
| LaFleur | | 1 | | 1 |

(Notes: Babin published three short features in the Journal of Direct Marketing; these were credited as a single B-level publication. LaFleur's B-level publication in the table above came via an MIS journal.)

Again, we remain puzzled by Dean Doty's plan for gender equity in pay for the College of Business. LaFleur may be earning \$100,000 per annum by the beginning of the 2006-2007 academic year. Did she qualify for, and receive, an equity adjustment raise in 2006? That is a question Doty can answer.