

# Gettin' JIBSy with It

## A Look at How Bad Management is Hurting the CoB

"Oh, I see you have a *JIBS* publication. What's that, a 'B'? A 'good B'?" -- Harold Doty, Fall 2003

The epigraph above is truly amazing. As noted, it was uttered by then-CBED dean Harold Doty, during an interview with former CoB associate professor of international business (IB) Len Trevino. (The interview occurred during Doty's "get to know the CBEDers" personal interviews series back in 2003.) Since then the story of this particular interview, and this particular quote from it, have been told/stated hundreds (if not thousands) of times. Of course, the "*JIBS*" stands for *Journal of International Business Studies*, the premier academic journal in the field of international business. Trevino had published an article in it prior to coming to USM's College of Business Administration during the William Gunther administration. During their meet-and-greet interview, Doty recognized this premier-level hit as, at best, a "good B." Sources say this was typical of Doty, downplaying a *real* accomplishment of one of his faculty. Some believe Doty's ability to consume his team in this way, rather than to lead it, [stems](#) from a [very deeply](#)-situated [superiority complex](#) - "a psychological defense mechanism in which the feelings of superiority counter or conceal feelings of inferiority (answers.com)." For a b-school leader to have such a complex is one thing, for him/her to act on it in this and other harmful ways is quite another. But that is, according to sources, exactly what Doty often did, and it is what [led](#) to his [demise](#) as dean of USM's b-school in April of 2007.

It seems this story has come full circle with the recent discovery by USMNEWS.net reporters that Trevino, now the *Gerald N. Gaston Eminent Scholar Chair in International Business* at Loyola University in New Orleans, has once again been published by *JIBS*. Surely the business school dean at LU will not, when the time comes, consider this just another hit in a "good B."



Sources say that is not likely, especially given that LU's *Joseph A. Butt, S.J. College of Business* was only [recently named](#) one of the best 296 business school's in the 2009 edition of *The Princeton Review's Best Business Schools*. And that distinction came only weeks after *U.S. News & World Report's America's Best Colleges 2009* named LU the 5<sup>th</sup> best master's university in the South. Good schools recognize premier-level publications, plain and simple.

After Trevino exited the CBED in 2004 for the greener pastures of Washington State University, the EFIB hired Linghui Tang from Drexel University to replace him. Spending only two years on the tenure-track in the CoB, Tang departed for Albright College in 2006. After a brief stint there, she moved on to the College of New Jersey, where she is now affiliated. Bringing up this chapter in EFIB history is important because Trevino's recent publication in *JIBS* comes on the heels of Tang achieving the same feat – though for the first time in her case – for the CoNJ. As [reported](#) by USMNEWS.net back in July of 2008, Tang recently added a publication in *JIBS* to her research portfolio. Now, each of these two former CoB IBers has published in not only *JIBS* but two of the top four IB journals (*JIBS* and *International Business Review*) since departing USM's CoB.



Trevino did not stop with these two after departing the CoB. He gave WSU publications in the other two (of the top four) IB outlets – *Management International Review* and *Journal of World Business*.



How does the CoB's IB program pick up the pieces? Sources say it already has by going "all in" with assistant professor of IB John Lambert. Lambert was hired as a visiting assistant professor in 2006 by the search team of George Carter (EFIB chairman) and Charles Sawyer (former CoB economics professor), despite what was termed by Sawyer "a disaster" of an on-campus interview, one that was

unworthy of even a visiting appointment, by Lambert that summer. As Lambert's first academic year in the CoB progressed, USMNEWS.net learned that Carter had made a private, individual agreement with Lambert that would have Lambert moved to tenure-track after he (Lambert) exhibited some proficiency on the research front. At that point, Lambert began peppering the vanity press-style Allied Academies network of journals with submissions on various out-of-field topics. Not surprisingly, Lambert picked up enough publications via the AA to have Carter call a department meeting in the spring of 2007 to consider moving Lambert to tenure-track. According to reports and other evidence in USMNEWS.net's print/audio library, that particular meeting was highly contentious. Despite objections, the Carter-Sawyer plan to bring Lambert aboard the CoB prevailed.

As one of the reports linked above states, the CoB is now "stuck with Lambert," whose occasional research production continues to consist of AA-type entries, none of which will advance the CoB's reputation in the near or distant future. According to sources, the CoB's IB program, once a crown jewel, is as devastated, if not more so, than its tourism management program. Sources also indicate that Lambert, whose academic training consists of online degrees from the University of Phoenix and Grenoble (France), hardly seems capable of producing *JIBS*-worthy work. And given the low quality of the mentors at his disposal in the EFIB, publication in outlets on the level of the *Journal of Current Research in Global Business* would seem to represent the ceiling (approximately) on Lambert's capabilities.