

# Why All of the Hallabaloo?

Long before the CoB's AACSB Maintenance of Accreditation Peer Review Team reported back in April of 2007 that there were problems on the scholarly activity front in the CoB, reporters here at USMNEWS.net were writing and posting reports to that effect. And, in some cases at least, these reports were coming out far enough in advance for CoB administrators to act on them, and perhaps cut off some of the CoB's potential AACSB woes before they actually came to fruition. That was not to be, however, as CoB administrators so often squandered the organization's sparse resources on one bad idea or another.

One of those "bad ideas" was the Doty administration's decision to provide former tourism management instructor, Zaher Hallab, with what sources refer to as exorbitant and inexplicable merit raises in 2004 and 2006. That situation has been [reported](#) before here at USMNEWS.net, though now our staff has access to the recently released journal classifications from the 2007-08 journal ranking committee. As reported here at USMNEWS.net, that journal ranking process appears to have been quite political, and the tourism management department seems to have [benefited](#) from the work done by that committee.



**Zaher Hallab**

Table 1 below lists Hallab's 2003-08 journal publications, along with the classification provided for each outlet by the CoB's Sami Dakhli and the 2007-08 journal ranking committee.

**Table 1**  
**Zaher Hallab's Journal Publications, 2003-08**

<b>Year</b>	<b>Journal Publication</b>	<b>Journal Classification</b>
2008		
2007		
2006	Tourism Analysis: An Interdisciplinary Journal	B
	Anatolia: An International Journal of Tourism and Hospitality Research	--
	Tourism Analysis: An Interdisciplinary Journal	B
	Journal of Vacation Marketing	C
	Journal of Hospitality and Leisure Marketing	B
2005		
2004		
2003	Journal of Hospitality and Leisure Marketing	B

**Source:** EBSCOhost, Google, etc.

One way to analyze Hallab's production (shown above) is to assign to it a "research GPA." In the case of the data above, that would be a 2.5 (assuming that the unclassified journal counts as a "D"). This would appear to be an *average* record at best, yet Hallab received one of the CoB's top merit raises in both 2004 and 2006. In the case of 2004, Hallab received a \$10,890 merit raise, which ranks as one of the largest merit raises received by an individual in CoB history. Looking at Table 1 above, it would appear that this raise was generated by the single publication in the *Journal of Hospitality and*

*Leisure Marketing*, which is just a B-level journal in the CoB. One would think that, out of about 55-60 faculty, CoB administrators would have found someone other than only former CoB associate dean, Farhang Niroomand, to [reward](#) more favorably than Hallab.



One might assume that Hallab's extraordinarily large 2004 raise (of 24.7%) came from credit for the five other journals in Table 1 above, which may have been listed as "forthcoming" back in the spring of 2004. Sources say that the possibility that all five were "forthcoming" back in 2004 is remote. Even if they were, sources add that there are usually several others in the CoB who have, at any time, recently published numerous journal articles, such as economist Edward Nissan, and MIS' Chang-Tseh Hsieh and Fujun Lai. With a "research GPA" of only 2.5, it is unlikely that Hallab's *quality* would have exceeded that each of those who regularly publish relatively large quantities of research.

Perhaps, back in 2004, CoB administrators thought of Hallab as a rising star. If that were so, their expectations would not have been met, at least not by the data in Table 1. Ignoring the unproductive years (2004 and 2005), Hallab's "research GPA" trended downward over the period relevant to this report. That is, Hallab's 2003 research GPA of 3.0 is much better than his 2006 research GPA of 2.4. This primarily results from Hallab's publication in the rather obscure, *Anatolia: An International Journal of Tourism and Hospitality Research*. Not only has his GPA trended downward, his output has now fallen back to its 2004-05 level.



Thus, as the data here show, the enormous rewards that were channeled to Hallab did not come back to the CoB in any real way. Not only did the decision to provide such inexplicable rewards to Hallab (over 2004-06) not deter Hallab from leaving the CoB for California State University at East Bay -- a move USMNEWS.net's Duane CoB [called one of the worst](#) in recent years -- it may have also set back the CoB's attempt to earn a clean bill of health from the AACSB in the spring of 2007. Just as Hallab's potential suitors seem to have known what kind of record they were looking at in 2006-07, the CoB's AACSB PRT seems to have known the same about the CoB, and at about the same time.