

Hallabed All Over

What the SEDONA Data Say About Zaher Hallab's 2004 & 2006 Merit Raises

In a Mar-07 31st & Pearl installment entitled "You Got 'Hallabed'? Join the Crowd," a columnist at USMNEWS.NET pointed out a number of striking facts about the 2004 and 2006 merit raises awarded to current associate professor of tourism management Zaher Hallab. That column, inserted below, indicates that (1) Hallab received about \$16,000 in merit raises *over just 2 raise cycles* (2004 and 2006), (2) Hallab's 2004 and 2006 merit raises increased his USM salary by 24.7 percent and 8.9 percent, respectively, even though the merit raise years in question were 5 percent years, and (3) Hallab's salary has risen, as a result of these two merit raises plus a promotion-to-associate raise, from \$44,110 to \$63,870 -- a staggering 44.8 percent -- from May-2004 to Aug-2006.

31st & Pearl

You Got 'Hallabed'? Join the Crowd

The recent revelation that the largest raise package in the CoB over the most recent raise cycles (2004 and 2006) went to tourism management associate professor Zaher Hallab came as a surprise to many in the CoB. If you weren't one of those in the "Who's he?" crowd, you were almost certainly part of the "What did he do?" line. We've already addressed the first question. As for the second, it's more than likely safe to say "About the same as you." Of course, this answer contradicts the \$16,000 worth of merit raises Hallab sopped up over the 2004 and 2006 raise cycles.

If you've researched the issue, as we have, then you know that Hallab was awarded a 24.7 percent raise in the spring of 2004. His raise in 2006, not counting the \$4,000 increment for promotion to associate professor, increased his salary another 8.9 percent, well more than the threshold requiring written justification by CoB Dean Harold Doty (or Associate Dean Farhang Niroomand) to USM President Thames and Provost Jay Grimes. From the end of 2003-04 to the beginning of 2006-07, Hallab's salary rose from \$44,110 to \$63,870 -- an increase of 44.8 percent. Words fail us, except to say "Wow!"

Without doing the Google Scholar or EBSCOhost searches, examining Hallab's SCH production, or looking at Hallab's service record, given his recent raises it *should be a safe bet* that Hallab will win *either* the Louis K. Brandt Research Award or the BellSouth Outstanding Faculty Award at the CoB's annual awards banquet in April of 2007. Of course, that assumes he doesn't take home *both*, a result that his recent raise performance would also support. So, when the banquet program gets to these two awards, all ears will be on Doty and all eyes will be on Hallab.

31st & Pearl is a series housed at usmpride.com that features commentary on aspects of life in the CoB from a variety of columnists.

As the columnist wrote in response to these facts: "Words fail us, except to say 'Wow!'" It is true, words are hard to come by that adequately express what many CoB faculty must have felt when they heard the news, especially the 44.8 percent part.

Now that the CoB's Sedona vitae have been made "public" through a Mississippi Open Records Act request from the editor of USMNEWS.NET, we have access to the kinds of data that Hallab submitted to make the case for his two raises of 24.7 percent and 8.9 percent, respectively. In the box below, investigators have

inserted what constitutes the "Refereed Articles" portion of the "Intellectual Contributions" section of Hallab's spring 2007 Sedona vita:

Intellectual Contributions:

Refereed Articles

Hallab, Z. & Kim, K. (2006). U.S. Travelers' Images of the State of Mississippi as a Tourist Destination. *Tourism Analysis: An Interdisciplinary Journal*, 10 (4), 393-403.

Hallab, Z. & Gursoy, D. (2006). U.S. Travelers' Healthy-Living Attitudes' Impacts on their Travel Information Environment. *Journal of Hospitality and Leisure Marketing*, 14 (2), 5-21.

Hallab, Z., Price, C. , & Fournier, H. (2006). Students' Travel Motivations. *Tourism Analysis: An Interdisciplinary Journal*, 11 (2), 137-142.

Hallab, Z. (2006). Catering to the Healthy-Living Vacationer . *Journal of Vacation Marketing*, 12 (1), 71-91.

Hallab, Z., Yoon, Y. , & Uysal, M. (2003). An Identification of Market Segments Based on the Healthy-Living Attitude. *Journal of Hospitality and Leisure Marketing*, 10 (3/4), 185-198.

The data above, particularly the single publication in the *Journal of Hospitality and Leisure Marketing* shown for 2003, fail to support the almost \$11,000 merit raise that Hallab received in the spring of 2004. Outside of the \$4,000 promotion raise, Hallab (see below) received \$15,760 in merit raises for two (2)



Zaher Hallab

publications in the *JHLM*, two (2) publications in *Tourism Analysis: An Interdisciplinary Journal*, and one (1) publication in the *Journal of Vacation Marketing*.

Additional Commentary

Throw in the promotion raise of \$4,000, for a total raise of \$19,760 from 2004-2006, along with a *tenure award* after 2006, and one has to wonder what goes on inside the administration corridors of Joseph Greene Hall. Of course, sourced-reports indicate that, through his role on the CoB T&P Committee, Hallab has been an integral player in the CoB administration's punishment of dissent. (It is interesting that Hallab ascended to this position immediately upon

receiving tenure himself.) With this kind of reward system, it's no surprise that another assistant professor of tourism management, Johye Hwang, wasted little time in USM's College of Business -- she fled to the meritocratic comforts of the University of Missouri, a Top 100 institution.

Of course, all of this is the kind of activity that breaks the back of a place like USM. This example is just more of the same.