

How Much Lettuce Can You Consume?

In and Around USM's College of Business

Things in USM's Joseph A. Greene Hall often border on the bizarre. For example, reporters at USMNEWS.net were recently sent a link to a nationally syndicated [webcast](#) involving ECO's Akbar Marvasti. The whole strange conversation involving Marvasti and others centered around **barter**, and at one point during the webcast Marvasti asked the question (of someone who had traded for some lettuce): "How much lettuce can you consume?" The whole thing was humorous, at best – not something that necessarily shines a positive light on the CoB, at least relative to other uses of faculty time.



Akbar Marvasti

The recent USM presser about tourism management instructor Evelyn Kwan Green is also "twilight zone"-like material. It seems that Green, who was only months ago teaching CoB faculty how to use the smartboards inside JAG as part of her duties for iTech, took a number of CoB TM majors [to the Pascagoula River](#) in order to teach them about the importance of *eco-tourism*. It's difficult to read pressers like Charmaine Williams Schermund's above and not be reminded of then-USM provost Jay Grimes' Feb-07 letter to then-CoB dean Harold Doty asking Doty why the CoB's TM program had fallen off the proverbial cliff.



Evelyn Green

How does the fact that none of the CoB's spring 2008 hires, who joined the CoB in Aug-08 by the way, is listed/pictured on the CoB's website strike you? It's already the end of April-09, and still no pictures of Barry Cumbie, Wesley Pollitte, etc., on the usm.edu pages. Heck, even the previous year's hires, Gallayanee Yaoyuneyong and Erin Drake (both of FM), are faceless as far as usm.edu is concerned.

If you caught USMNEWS.net's [14-April-09](#) update to **The CoB's Brain Drain, . . . Part 2** then you saw the publication explosion of former CoBer Shahdad Naghshpour, an associate professor of economic and international development over in USM's College of Arts & Letters. If you missed it, here it goes again:



To be clear, the last journal cover shown above (*IJEPEE*) was not part of the recent update – it is the first new cover shown in **Part 3** of the brain drain series, which will premier in a few days. The Naghshpour story – i.e., why he is no longer with the CoB, and how he is flourishing now *because of that fact* – was told recently in [Just How Toxic is the CoB's Environment?](#), which appeared on USMNEWS.net on 21-April-09. Looking at the 10 journal covers above, Naghshpour contributed the 88th – 97th unique journal publications for the former CoB faculty who departed the organization in 2003 or later. This is simply amazing, and it follows another batch added months ago by Naghshpour. One would have to think that Nail could seriously use someone of Naghshpour's talents in ECO right now. (I wonder how much lettuce SN can consume?)

Still wondering what happened, if anything, with the Sonia Gaines-Littles episode? We know, of course, that no apology has been issued, even though one has been called for by some of our eloquent readers. One reader sent us a copy of Gaines-Littles' e-mail signatures, which went from "Administrative Assistant to the Dean" before the flap to (simply) "Office Manager" after the flap. Does this mean the issue was "addressed" by Nail? It does seem like it.

What about former CoB dean Harold Doty's attempt to land the top position in the b-school at the University of Texas at Tyler? Reports have been streaming into USMNEWS.net indicating that the b-school people at Tyler have moved on to other, more interesting candidates. It looks like Doty will be left in the corner . . . *again*. The routine that this is becoming makes one wonder whether Doty will ever get his AACSB dean's card back. Right now Vegas says "no."

Mediasite is now [hosting](#) some videos showing former CoB marketing chair Barry Babin doing the teaching thing over at Louisiana Tech University. Of most interest may be the beginning of the first video, wherein Babin explains the [curriculum vitae](#) concept to the

audience. Is it *me*, or does it sound like Babin has dusted off the ol' Cajun accent for his new teaching gig? It comes and goes, and if you listen closely to the curriculum vitae explanation, it even sounds like Babin could audition for voiceover work on Bravo-TV's *The Real Housewives of New Jersey*.



Barry Babin

Well, this wraps up our first “In and Around USM’s College of Business.” We hope you enjoyed it, and we look forward to visiting again soon.