

Just Who Does Southern Miss' CoB Think It Is?

Part 3

Part 3 of this series stays inside the EFIB by taking a look at the CoB's International Business program. To do so, we begin with information contained in former CoB Associate Dean, and current CoB economics professor, Farhang Niroomand's 2004 application for a **Business and International Education (BIE) Program Grant**. This grant was used by Niroomand to fund an international and e-business (for IB) "incubator" in USM's College of Business. In his narrative (see excerpt below), Niroomand describes the CoB's "nationally renowned faculty team in IB and information management . . .," many of whom were hired during Niroomand's tenure as Associate Dean of the CoB (1998-2007). Just who is on that "nationally renowned faculty team in IB"? In those days it included economist Linghui Tang (PhD, Syracuse University), who is now affiliated with The College of New Jersey. However, as it relates to USM President Martha Saunders' Innaugural Remarks about how renowned Southern Miss is, Tang's former membership on "the team" is irrelevant to today's CoB (USM).



UNITED STATES DEPARTMENT OF EDUCATION
OFFICE OF MANAGEMENT

APPLICATION FOR GRANTS UNDER THE

THE BUSINESS AND INTERNATIONAL EDUCATION (BIE) PROGRAM
CFDA # 84.153A

From Local to Global: The Internationalization of Business in Mississippi

BIE Narrative 2004

Given the importance of IT and e-business for international business (IB) today, we propose to create an IT-incubator that can equip SMEs in Mississippi with the know-how and skills critical to fulfilling this export function. With our nationally renowned faculty team in IB and information management at the University of Southern Mississippi (USM), we have the ability and expertise to improve the exporting performance of SMEs in Mississippi through the IT incubator. By providing workshops and step-by-step instructions for local SMEs, we will be

These days (i.e. under the Saunders administration) that “nationally renowned faculty team in IB” Niroomand writes about above consists only of assistant professor of IB, John Lambert, who received an MBA from the **University of Phoenix** and an online DBA from **Grenoble University** in France.



John Lambert

According to the CoB’s webpages, Lambert’s academic interests are “cultural and psychosocial influencers of management decisions,” and he “has several articles being prepared for submittal to academic journals, both in the U.S. and in Europe.” According to USMNEWS.NET sources, Lambert is targeting, almost exclusively, journals under the **Allied Academies** umbrella, which appears to be a “pay for play” organization whose journals are obscure and exhibit very high acceptance rates.

Later in his BIE application, Niroomand states (see below) that “USM has the oldest International Business program in the State of Mississippi.” Two comments are warranted here. One, Niroomand did not state that USM had the oldest IB *major*. Such a statement, according to sources, would be a false one.

Moreover, USM has the oldest International Business program in the State of Mississippi.

About 70-80 students currently major in IB, and there is an increasing trend for students who are interested in the IB program. We also have more than 180 students in a well-established

Second, and more importantly, Niroomand also failed to state that USM has the *best* IB program in the State of Mississippi. As this report shows below, that statement, had it been made by Niroomand, is demonstrably false.

To examine IB quality in Mississippi, one should first travel to the webpages of the University of Mississippi (Ole Miss). Ole Miss’ business school is home to courses in IB, and among its staff the b-school in Oxford is home to the **Distinguished Chair of Global Business**, a position that is currently held by someone with a PhD from the University of Arizona. It is worth mentioning here that the CoB is home to the **Kaetsu Professorship in International Business**, but throughout its history in the CoB that position has *never been held* by someone with credentials in IB. Today, the Kaetsu Professorship sits idly in the CoB Dean’s suite, attached to the \$175,000

salary of current Interim CoB Dean Alvin Williams (see below), holder of a doctorate in *marketing*.

In addition to the IB amenities offered by Ole Miss' business school, Ole Miss is also home to the **Croft Institute for International Studies**, which was established in 1997 with a **\$60 million** gift from the Joseph C. Bancroft Charitable & Educational Fund. According to the UM webpages, "Croft students select a thematic concentration in one of the following: **global economics and business**, global peace and security, politics and **economics in transition**, or social and cultural identity." The CIIS boasts its own faculty roster, including an economist (PhD, University of Florida), political scientists (PhD, Harvard University, PhD, Rice University and PhD, University of Rochester), historians (PhD, Harvard University, PhD, University of Texas and PhD, University of California at Berkeley), and an international law professor (PhD, University of Virginia).



Croft Institute for International Studies

With its own facilities (see above), faculty, admissions requirements, and \$60 million endowment, the Croft Institute for International Studies seems poised for big things. From its [promotional](#) television [videos](#) to its international business program, Ole Miss seems to operate on a different plane than does USM.