

## Memo to Osmonbekov: You're *Not* Valued Here

Whether assistant professor of marketing Talaipek Osmonbekov realizes it yet, the evidence is mounting to suggest that the CoB no longer, assuming it ever did, values his services. The recent publication of the CoB's 2007 merit raises solidifies the case, as the analysis below shows.

In **Table 1** below, USMNEWS.NET reporters have compiled a list of the journal publications for Osmonbekov and Michael Wittmann, another assistant professor in marketing and the holder of the Draughn Professorship, which is supported by a \$1,000,000 endowment.

**Table 1**  
**Journal Publications for Osmonbekov & Wittmann, 2001-Present**

<b>Year</b>	<b>Osmonbekov</b>	<b>Wittmann</b>
R&R	<i>Journal of the Academy of Marketing Science</i>	Industrial Marketing Management Journal of Purchasing & Supply Management
2007	Journal of Business & Industrial Marketing <i>Journal of the Academy of Marketing Science</i>	Journal of Business-to-Business Marketing
2006	<i>Journal of Business Research</i>	Journal of Personal Selling & Sales Management
2005	Marketing Theory <i>Journal of Business Research</i>	Int J of Physical Distribution & Logistics Mgt
2004	Industrial Marketing Management Journal of Interactive Advertising	Journal of Marketing for Higher Education Journal of Business-to-Business Marketing
2003		
2002	Journal of Marketing Channels Journal of Business & Industrial Marketing	Journal of Relationship Marketing
2001		Journal of Business-to-Business Marketing

**Source:** CoB SEDONA vitae (spring 2007 versions). "A" journals (see CoB journal ranking list) shown in blue font. R&R = revised & resubmitted.

As Table 1 shows, Osmonbekov (PhD, 2003) has 9 journal publications, along with 1 revise and resubmitted article. Wittmann (PhD, 2001), on the other hand, has only 7 journal publications to go along with 2 revise and resubmitted articles. On a pubs/years-since-PhD basis, Osmonbekov leads Wittmann again, 2.25 to 1.17.

Next, it is worth noting that, including the "R&R," Osmonbekov's record is peppered with "A" journals. He has three accepted since only 2005, and he has another in "R&R" development, for a total of 4. One of Osmonbekov's is in the highly ranked *Journal of the Academy of Marketing Science*. At least half of Osmonbekov's work listed in **Table 1** is with "B" journals or better. Wittmann, on the other hand, has yet to publish in an "A" journal, despite having held a PhD about one-third longer than Osmonbekov. On top of that, less than half of Wittman's work is with "B" journals or better.

These data suggest that if you asked a peer review panel which of these two CoB faculty held the Draughn Professorship, most, if not all, would state "Osmonbekov." Not only does Osmonbekov not hold the Draughn Professorship, his salary and 2007 merit raise, both relative to Wittmann's,

suggest that CoB administrators don't really value Osmonbekov's research contributions. Let's take a look.

Osmonbekov entered the 2006-07 academic year earning \$87,580. Wittmann was hired at the beginning of 2006-07 at a salary of \$85,000. Looking at **Table 1** above, many observers would likely call this a classic case of salary inversion, with the gap between the two, favoring Osmonbekov, likely seen as "too small." CoB administrators must see things differently, however, because they sought, through the 2007 merit raise process, to move Wittmann *ahead of* Osmonbekov. For some inexplicable reason, CoB administrators chose to give Wittmann *the largest 2007 merit raise* in the entire CoB. That amount? \$9,324, which translates into a raise of 11 percent. Osmonbekov, on the other hand, was awarded \$4,477, placing him 21st in the CoB's 2007 merit raise process. That \$4,477 represents only 48 percent of Wittmann's \$9,324, and it gave Osmonbekov a bump of only 5.3 percent over his 2006-07 starting point.

Let's review: 2 "As," possibly 3, in the 2004-Present raise window translates into a \$4,477 merit raise in 2007, while 0 "As" over a 6 year career (i.e., 2002-present) reels in an astonishing \$9,324. For some reason, "inexplicable" doesn't seem to be a strong enough description of events here. Are CoB administrators favoring a USM graduate (Wittmann) in this case? Or, are marketing's administrators xenophobic (Osmonbekov is not from the U.S.)? Or, is it a combination of both? It remains to be seen.

Many of the CoB's former marketing (junior) professors have made impressive moves. Two that come to mind are Dan Fisher (University of Tulsa) and David Hardesty (University of Miami, though now at the University of Kentucky). Both of these examples represent individuals who left the CoB for "The Road to 100." Osmonbekov looks poised to face those same prospects, should he choose to take a breath and the accompanying plunge. The records above suggest that he should at least be entertaining the thought.