

Management & Marketing News, 19 August 2007

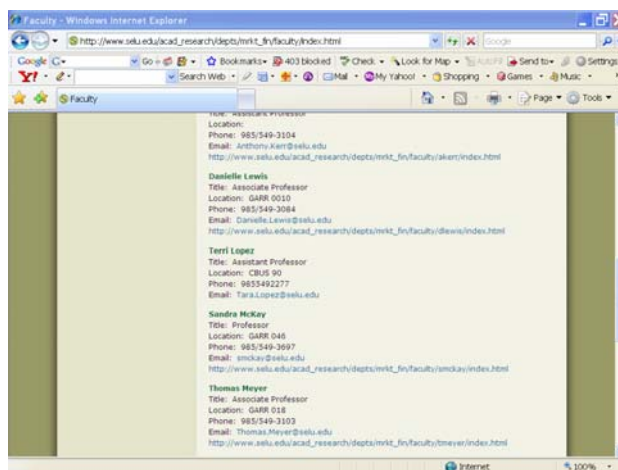
We have a number of interesting news items to report from the Management & Marketing Department as we begin the 2007-08 academic year. A few of these are detailed below.

More Hires in Fashion Merchandising

In addition to the recent hiring of Gallayanee Yaoyuneyong, the CoB's fashion merchandising unit has reportedly made at least one other hire. Though the details of this addition will be covered in a future report on all of the CoB's new staff for 2007-08, this hire brings the unit's numbers up to a recent high. However, it is not known how USM President Martha Saunders' choice of William Powell to serve as USM's Interim Associate Provost will impact current AP Cynthia Easterling Moore's position in the central administration. As reported previously by USMNEWS.NET, Moore, also a professor of fashion merchandising, has made plans to staff a competing fashion merchandising group in the College of Science & Technology. If she succeeds in doing so, the CoB's AACSB Accreditation efforts will once again be jeopardized, this time from a new source.

Settling in at SE-LA

It has been a few months since marketing's Tara Lopez announced her resignation from the CoB. A recent Internet search shows that Lopez is settling in at Southeastern Louisiana University. As the screen below shows, Lopez is now a part of SE-LA's Department of Marketing and Finance.



LaFleur-de-lis Island

Recent reports at USMNEWS.NET have discussed the political division inside of the CoB's Management & Marketing department. Arguably most affected by recent events involving this division is Elizabeth LaFleur (shown below), a professor of marketing. LaFleur, a classmate of Alvin Williams' while the two were USM undergraduates in the 1970s, was brought to the CoB by Mgt & Mkt Chair Williams just a few short years ago. At the time LaFleur was a professor at Nicholls State University.



Elizabeth LaFleur

Sources indicate that upon arrival in the CoB, LaFleur "joined forces" with the CoB Dean Harold Doty–Barry Babin faction of Mgt&Mkt (the CoB), and took a position in opposition to Williams and others on various issues. With the resignation of Doty on 9-Apr-07, and the departure of Barry and Laurie Babin in the summer of 2007, LaFleur is now on a political island of sorts. USMNEWS.NET will follow LaFleur's plight, and the division inside Mgt&Mkt, closely over the course of 2007-08, given that the Mgt&Mkt department will likely have supreme influence over the search for a new CoB Dean that will be occurring throughout the coming academic year.