

MgtMkt News, May 2007

There are a number of news items of interest coming out of the Management & Marketing Department in recent weeks. This May 2007 update will touch on a few of these.

Carr Wins 2007 Brandt Award

Associate Professor of management Jon Carr took home the 2007 Louis K. Brandt Research Award during the April 2007 CoB Awards Banquet. This was predicted by the staff at USMNEWS.NET in the weeks leading up to the Banquet. A recent FOIA request for CoB Sedona files reveals just how impressive Carr's research portfolio has become in recent years. The table below summarizes what Carr has accomplished in the research arena (*Source: Carr's Sedona vita*):

A Summary of Jon Carr's Research Production, 2005-Present

<u>Year</u>	<u>Journal Outlets</u>
2006-present	Educational and Psychological Measurement <i>Academy of Management Journal</i> Journal of Business Research Journal of Management Journal of Marketing Theory & Practice Journal of Real Estate Research
2005	Journal of Marketing Theory & Practice

As the table above points out, Carr now has a publication in the *Academy of Management Journal* – arguably *the* top-shelf publication in the field of management. With this publication, believed to be the first *AMJ* publication by a USM faculty *while at USM*, Dean D. Harold Doty's initial goal of having a CoB faculty land a premier publication is now met, though Doty is no longer Dean of the CoB. One additional thing is certain: Carr is as marketable now as ever in terms of his research credentials.

Will Henthorne Let Janice & Betty out of Closet?

The recent announcement (from new Interim Dean Alvin Williams) that Tourism Management Chair Tony Henthorne (see below) will now also chair the Department of Management & Marketing came as a surprise to many in the CoB. Henthorne, whose administrative experience was little beyond nil coming into



Tony Henthorne

the 2006-07 academic year, is now “in charge of” four separate CoB units, including fashion merchandising, management, marketing, and tourism management. He takes over the first three from Barry Babin, who is moving on to Louisiana Tech University, and the last one from Cherylynn Becker, who is moving back to a regular faculty position in TM.

A USMNEWS.NET source tells us that Babin had moved the MgtMkt administrative assistants, Janice Prescott and Betty Dickerson, out of the departmental anteroom and into a supply closet. In response to recent changes at the top of this department, USMNEWS.NET asks: Will Janice and Betty get to come out of the closet? Only time will tell.

Techsters Don’t Return to Well Twice

A recent USMNEWS.NET report indicated that Louisiana Tech University has been in the market for a new business dean. That report speculated that former CoB Dean Harold Doty might be able to reunite with former MgtMkt Chair Barry Babin, who is headed to Louisiana Tech to chair a department there. Well, Louisiana Tech has spoken, and it appears as though Doty’s good friend Sarah Freedman, Dean of the William S. Spears School of Business at Oklahoma State University, will be sending one of her OSU marketing professors, James Lumpkin (Ph.D., University of Arkansas), to lead Louisiana Tech’s business college. As the story (from Louisiana Tech) inserted below states, Lumpkin has served as business school dean at both Oklahoma State University and Bradley University. Given Lumpkin’s Ph.D affiliation, USMNEWS.NET can’t help but wonder if current CoB Interim Dean Williams was queried about the relative merits of Doty’s and Lumpkin’s applications for Louisiana Tech.

New dean appointed for College of Business

Press Release
by Eddie [Blick](#)



Dr. James R. Lumpkin has been selected to become dean of Louisiana Tech's College of Business. He will replace Dr. Shirley Reagan, who is retiring. The appointment, which was approved by the Board of Supervisors on Friday, April 27, will be effective June 1.

Lumpkin will come to Tech from Oklahoma State University, where he is a professor of marketing. He served as dean of the College of Business Administration there from June 2000 to August 2004. His experience also includes stints as associate dean of the College of Business Administration at the University of Louisiana at Lafayette and as dean of the Foster College of Business Administration at Bradley University.

While he was dean at OSU, the college's accomplishments included the following:

- moving from being not listed in U.S. News & World Report's ranking of graduate programs to being in the top 10 percent
- establishing and funding unique programming initiatives, many with industry partners
- creating an integrated marketing plan
- creating unique part-time, full-time and distance programs for the master of business administration degree
- increasing endowed faculty positions and
- increasing the number of faculty publishing in top academic journals.

Lumpkin is co-author of three books, 87 journal articles and 43 refereed papers. His research also resulted in eight grants totaling more than \$150,000.

One of his papers received the Best Paper Award in the marketing management track of the 1987 Academy of Marketing Science Conference, and one of his articles published in Journal of Management was a finalist for the 1990 Corporate Entrepreneurship Article of the Year award.

Lumpkin's honors include being named a distinguished fellow of the Academy of Marketing Science in 1992. He was also honored in 1990 by the Journal of the Academy of Marketing Science and in 1997 by the Journal of Business Research for his skills as a reviewer.

His community activities include serving on the boards of Proctor Hospital, the Illinois Council for Economic Education and the Stillwater Area United Way. He was elected president of the latter in January 2003.