

# Once Again Doty Bites the Dust

More on CoB Dean Harold Doty's Job Search Failures

Mississippi State University has just announced that it has hired Lynne Richardson as the new Dean of MSU's College of Business and Industry. As Robbie Ward's Press Release below indicates, Richardson comes to MSU from the Miller College of Business at Ball State University, where she currently serves as Dean.

## Lynne Richardson named new MSU business dean

University Relations News Bureau (662) 325-3442 Contact: **Robbie Ward** March 16, 2007



*Lynne Richardson*

STARKVILLE, Miss.--An Indiana university administrator is the new dean of Mississippi State's College of Business and Industry.

Lynne Richardson, dean of the Miller College of Business at Ball State University in Muncie, will begin work at MSU Aug. 1. Her appointment was approved earlier this week by the Board of Trustees, State Institutions of Higher Learning.

Richardson received a master's degree in business administration in 1983 and a doctorate in marketing in 1989, both from the University of Alabama at

Birmingham. Her bachelor's in marketing was completed in 1980 from the University of Montevallo (Ala.).

Before serving as BSU business dean, Richardson was associate dean and professor at the UAB.

She said she looks forward to working with the faculty, staff and students of MSU's business college, one of the South's oldest.

"The support of the university administration for the COBI also was critical in my decision making, as was the enthusiasm expressed by alumni and friends of the college," Richardson said. "I hope my experiences as dean of the Miller College of Business at Ball State will help us determine and then achieve our goals at Mississippi State."

Richardson currently serves as a member of the board of directors for the Association to Advance Collegiate Schools of Business and the board of governors for Beta Gamma Sigma business honor society. She has also served as president of the Birmingham American Marketing Association.

Her teaching and research specialties include leadership, professional selling and channels of distribution.

Interim dean Dan Hollingsworth will continue to serve in the position until August.

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According to Ward (above), Richardson will take over for Interim CoBI Dean Dan Hollingsworth in August of 2007.

### **Commentary**

Ward, the former Editor of USM's *The Student Printz*, fails to mention that Richardson (Ph.D., Alabama – Birmingham) will succeed CoB Dean Harold Doty's (Ph.D., Texas) "good friend" Sara Freedman (Ph.D., North Carolina), who accepted the job as Dean of the William S. Spears School of Business at Oklahoma State University in 2006. At the time that Freedman took the job at OSU, rumors circulated around the USM campus that Doty (Ph.D., Texas) would make the move to Stillwater with Freedman in order to serve as her Associate Dean. That was not to be, as Freedman hired Robert S. Dooley (Ph.D., Tennessee) and Jeretta Horn Nord (Ed.D., Oklahoma State) to serve as Associate Deans in the WSS School of Business.

In being named CoBI Dean at Mississippi State University, Richardson (Ph.D., Alabama – Birmingham) now has a job that sources indicate was coveted by CoB Dean D. Harold Doty (Ph.D., Texas). It's interesting to note that Richardson (Ph.D., Alabama – Birmingham), whose Ph.D. is from a Tier III university, has now surpassed Doty (Ph.D., Texas), whose Ph.D. is from a Tier I university, on the national ladder of business deans.<sup>1</sup>

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<sup>1</sup> University rankings come from the 2007 edition of *U.S. News and World Report's America's Best Colleges and Universities*.