

Once Upon a Time

A Look at the *Shadow Race* for the 2009 Louis K. Brandt Award

by Duane Cobb

USMNEWS.NET's new series about the 2009 Louis K. Brandt Research Award contest has me thinking about what could've been. Sure, there are some CoB faculty making a go of the race for the 2009 Louis K. Brandt Award, but half of the CoB seems to be sitting this one out. And, if current trends continue, an academic "blue flu" of this sort will likely become the CoB norm.

In thinking about what could've been, I perused the [faculty turnover report](#) available on the main page at USMNEWS.NET. There I pulled off a little more than a handful of names from the past, attempting to touch upon each department in the CoB, if not each area. From there I examined the journal article "hits" (using the same three databases from the USMNEWS.NET series mentioned above) for each of these individuals since 2007. Since each of these former CoB faculty could have still been around the CoB in 2009, what you have from the procedure I describe above is a sort of *shadow race* for the 2009 LKBRA. Below is what I found regarding that *shadow race*:

Shadow Race for the 2009 Louis K. Brandt

<u>Name</u>	<u>Former CoB Unit</u>	<u>2007-Present Journal "Hits"</u>
Barry Babin	MKT	Journal of Marketing Theory & Practice (2008); Journal of Business Research (2008); Psychology & Marketing (2007)
Brian Gregory	MGT	Journal of Management (2008); Consulting Psychology Journal: Practice & Research (2007)
Joy Kozar	FM	Learning Organization (2007)
Tanya Ruetzler	TM	Journal of Quality Assurance in Hospitality & Tourism (2007)
Sean Salter	FIN	Journal of Real Estate Portfolio Management (2007); Journal of Housing Research (2007)
Len Trevino	IB	International Business Review (2008)
Sunny Wong	ECO	Southern Economic Journal (2008); Applied Economics (2007); Review of International Economics (2007)

If one were to combine these with the leaders and contenders from the recent USMNEWS.NET series, we'd have an ultra-competitive 2009 Louis Brandt race. This group (above) alone has produced twice as many A-level journal articles, maybe more, as the current crop in the CoB. Seven separate units represented by one person each has produced a total of 13 journal articles that will be credited to a variety of institutions, ranging from Washington State University to Ole Miss, and from Kansas State University to the University of San Francisco. Oh what a 2009 contest we could've had!