

Our Most Talented Colleagues

Unique A-Level Hits of Current & Former CoB Faculty – Marketing

In May of 2007, *untenued assistant* professor of economics Sami Dakhliya, a first-year CoB faculty who, to use EFIB chairman George Carter's term, had just been "canned" by the University of Alabama, took the floor at the end of the CoB's spring 2007 convocation. He then proceeded to blast the USMNEWS.net editor and various CoB faculty for speaking out against the CoB's administration in a way Dakhliya felt encouraged his (Dakhliya's) most talented colleagues to leave USM. Of course, Dakhliya wasn't speaking out in support of those CoB faculty who had been abused by CoB administrators, as management professor Sharon Topping had spoken for only minutes before Dakhliya was handed the rostrum by then-interim CoB dean Alvin Williams. The faculty Topping referred to were beginning to leave the CoB as well by spring of 2007. Dakhliya, however, was, according to sources, speaking on behalf of CoBers (and Dakhliya's friends) like Zaher Hallab (tourism management) and Akbar Marvasti (economics), CoB administrators' favorites who were either leaving the CoB at that time or expressing a desire to do so.

This series presents what sources refer to as Dakhliya's ruse in a new light by showing that the talent lies with those faculty who had been targeted by CoB administrators and their supporters, such as Dakhliya -- i.e., the ones Topping spoke for. It is in the number of unique A-level journal publications that the *real* abilities of "our most talented colleagues" shines through. Each installment in this series (1) begins with those CoB faculty who remain with USM today (spring 2009), and (2) ends with those who departed after 2003 for academic posts elsewhere.

Still in the CoB

There are 9 marketing faculty presently working in USM's b-school. Their level of post-PhD experience runs from 1 year to about 24 years, for an average of **6.7 years**. Thus, current MKT is the least experienced group across the current CoB.

Melinda Andrews, 1 year

Andrews recently joined the CoB as a relatively new PhD. As such, Andrews has yet to publish an A-level journal article. More time is definitely needed here to make a pronouncement.

Greg Bradley, 1 year

Bradley is another catch in the giant hiring haul that former CoB interim dean Alvin Williams brought in at the end of his stint in 2008. Like so many others in MKT, Bradley has yet to provide any A-level hits. More time is, once again, needed.

Jamye Foster, 1 year

Foster is a "Bring 'Em all Home" product who joined the CoB from an academic post overseas. She's relatively new, so it's difficult to say much here. Of course, there are no A-level journal publications in the bag yet.

John Hansen, 3 years

Hansen's talents were recently touted in Duane Cobb's [Behind the 8](#) listing of the eight current CoB faculty dean Lance Nail can't afford to lose. Hansen is new to the CoB, but not to academia, having joined USM after a brief stay at Northern Illinois University. While there (and before), Hansen produced two unique A-level journal publications – *Industrial Marketing Management* and the *Journal of Business Logistics*. Not a bad start at all.



Elizabeth LaFleur, 20 years

Like Hansen, LaFleur was recently mentioned in a Duane Cobb editorial. However, in LaFleur's case it was not complimentary, as DC listed her in his [Cheaper by This Dozen](#) editorial as one of the 12 current CoB faculty Nail can't afford to have hang around for much longer. Over a 20-year period since PhD, LaFleur has offered up just a single unique A-level journal publication. This is not a good ratio for the CoB's floundering MKT unit, which is soon to step out on its own under Nail's reorganization plan. Not good.



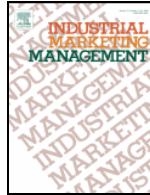
Wesley Pollitte, 1 year

Though a newbie like so many of his new CoB colleagues, Pollitte has already produced one A-level journal publication. However, to be fair one has to point out that on their recent *Journal of International Business Studies* publication, Pollitte is author #7 out of **8**. How much credit does one get for being at the 25th percentile of an A publication, even if that pub is in *JIBS*?



William Smith, 24 years

Though 24 years and just one A-level journal publication doesn't sound good, Smith's production of it should quiet those critics who have complained for so many years that he (Smith) doesn't do *any* research. Yes, it's not much for 24 years, but it's infinitely more than that from David Duhon (MGT) and former CoBer Stephen Bushardt, neither of which has been (was) held back too much (in the CoB) for their lack of research. Both of these CoBers are fulls, while Smith remains an *assistant*. Perhaps Nail should rectify that major imbalance, at least a little, by making Smith an associate.



Michael Wittmann, 8 years

Three A-level publications across 8 years wins the day in USM's MKT unit. That effort comes from the *Draughn Distinguished Associate Professor of Healthcare Marketing*, Michael Wittmann, who joined the CoB a few years ago from the University of North Texas. Yes, three-in-eight is quite. However, some have questioned whether hits in *Industrial Marketing Management*, *Journal of Personal Selling & Sales Management*, et al. warrant the CoB's top endowed (\$1,000,000) professorship. It is a good question, isn't it?



Marco Wolf, 1 year

We get all the way to **Wolf**, and we're back to newbies and zero As. If Andrews et al. deserve more time, then so does Wolf.

In all, we're looking at only **0.89** unique As per-person (9) in current MKT, coming from **60 combined years since PhD** in that quarter.

They Have USM's CoB in the Rear-View Mirror

There are 8 former CoB MKT faculty who departed USM's b-school for other academic environs since 2003. These 8 faculty have held terminal degrees anywhere from 6 years (approx) to 29 years (approx), and, on average, have been terminally qualified for **17.1 years**.

Barry Babin, 18 years

There is little doubt that Babin's record at USM is one of the greatest the CoB has ever seen. In the 18 years since earning his PhD in marketing, Babin, now the chair at

Louisiana Tech University, has produced no fewer than 8 unique A-level publications. That is, every 2.25 years Babin produced a unique A-level journal pub. Outstanding.



Laurie Babin, 17 years

With 17 years behind her, Babin's spouse, Laurie, has also put together a nice record of 3 unique A-level journal publications. This record bests all but Wittmann in current MKT, and by quality-of-A it easily surpasses the record of the current *Draughn Associate Professor*.



Daniel Fisher, 8 years

Fisher was only in the CoB a short time before moving up to Tier 2 University of Tulsa. Before that, however, he put together a solid portfolio of unique As behind the *Journal of Retailing* and the *Journal of Public Policy & Marketing*. Nowadays, these talents belong to the University of Central Arkansas.



David Glascoff, 27 years

Glascoff came to the CoB for about a year and left for Spring Hill College. He arrived in Hattiesburg without any As, and left for Mobile still sans any. After 27 years, his research record has a major hole (no As) in it.

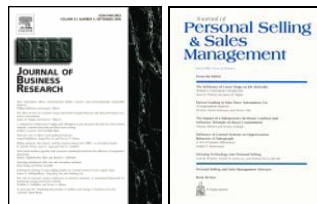
Tony Henthorne, 23 years

Henthorne is arguably one of the top 5 marketing faculty the CoB has ever had. His record of accomplishment after 23 years includes 7 unique A-level publications, spanning two separate disciplines (marketing and tourism management). Now his skills are being put to use by the University of Nevada – Las Vegas.



Tara Lopez, 9 years

Lopez may not have been the rising star that others of her CoB cohort were (are), but she has steadily put together a 9-year portfolio that includes two unique A-level journal publications. These two hits now belong to CoB rival Southeastern Louisiana University.



Talai Osmonbekov, 6 years

Osmonbekov is indeed one of marketing's rising stars. After earning a PhD just six years ago, Osmonbekov has already produced three unique A-level journal publications, including one in the *Journal of the Academy of Marketing Science*. Now he resides professionally at Northern Arizona University, where he works in a named college of business alongside another former CoBer in Brian Gregory.



Alvin Williams, 29 years

This report ends with former CoB interim dean Alvin Williams, who is now affiliated with the University of South Alabama. Williams' lengthy career has produced four unique A-level publications, ranging from *Industrial Marketing Management* to *Psychology & Marketing*. Williams' four brings former MKT's total to a phenomenal **29**.



In all, we're looking at only **3.63** unique As per person (8) in former MKT from **137 combined years since PhD** as a group. This result is quite good. It shows just how far the CoB's MKT unit has fallen, supporting former USM provost Jay Grimes' criticisms of former CoB dean Harold Doty (in February 2007 letter).

Like so many other USMENWS.net reports, Part 7 in this series shows just how much damage current/former CoB administrators (e.g., Harold Doty) and their faculty sycophants (e.g., Stephen Bushardt) have done to the organization since 2003, if not before that.