

Out of Cite

A Look Back at the Google Scholar Citations Reports from Summer 2006

In mid-July of 2006, USMNEWS.NET provided a series of reports that tabulated the Google Scholar citations to CoB faculty research. The tables from two of those reports are inserted below. The first ranks CoB faculty by aggregate Google Scholar citations, while the second reports a couple of metrics using Google Scholar citations to rank the academic units within the CoB.

Do CoB Administrators Count Cites?			
CoB Faculty Citations from Google Scholar			
Rank	Name	CoB Unit	GS Citations
1	Barry J. Babin	MKT	437
2	James T. Lindley	FIN	268
3	Franklin G. Mixon, Jr.	ECO	194
4	Tony L. Henthorne	MKT	131
5	W. Charles Sawyer	ECO	120
6	Laurie A. Babin	MKT	116
7	Ernest W. King	FIN	115
8	Donna L. Davis	MIS	99
9	Mark A. Klinedinst	ECO	52
10	Alvin J. Williams	MKT	49
11	Chang-Tseh Hsieh	MIS	45
12	Jie Yang	MGT	43
13	Edward Nissan	ECO	30
14	Joseph A. Peyrefitte	MGT	28
15	Sharon Topping	MGT	26
16	Jon C. Carr	MGT	19
17	William D. Gunther	ECO	18
18	Elizabeth K. LaFleur	MKT	17
	Talai Osmonbekov	MKT	17
20	Stephen C. Bushardt	MGT	16
	Jennifer M. Sequeira	MGT	16
22	John M. Clark	FIN	15
	Michael J. Vest	MGT	15
24	Chauncey M. DePree	ACC	13
25	George H. Carter	ECO	12
26	Laurence K. Eisenberg	FIN	10
	Sean P. Salter	FIN	10
28	Trellis G. Green	ECO	9
29	James R. Crockett	ACC	6
	Charles E. Jordan	ACC	6
	Tara B. Lopez	MKT	6
32	Kuo Lane Chen	MIS	4
	Stanley J. Clark	ACC	4
34	David L. Duhon	MGT	3
	James R. Henderson	ACC	3
	Fujun Lai	MIS	3

	J. Scott Magruder	MIS	3
	Farooq Malik	ECO	3
39	Marvin J. Albin	ACC	2
40	Brian T. Gregory	MGT	1
	Daniel C. Monchuk	ECO	1
	W. Robert Smith	ACC	1
43	Mary Anderson	ACC	0
	Daniel F. Michael	MGT	0
	Francis Daniel	MGT	0
	Stanley X. Lewis, Jr.	MIS	0
	Gwen R. Pate	ACC	0
	Roderick B. Posey	ACC	0
	William C. Smith	MKT	0
	Ken Zantow	MGT	0

Notes: Google Scholar citations count taken in July of 2006. Readers are encouraged to report any errors and omissions they find.

Do CoB Administrators Count Cites?					
Unit-Based Analysis of CoB Faculty Citations from Google Scholar					
CoB Unit	#Fac	GSC	GSC/Fac	GSC Rank	GSC/Fac Rank
Accounting	10	35	3.5	6	6
Economics	9	439	48.8	2	3
Finance	5	418	83.6	3	2
Management	12	167	13.9	4	5
MIS	6	154	25.7	5	4
Marketing	8	773	96.6	1	1

Notes: Google Scholar citations count taken in July of 2006. Readers are encouraged to report any errors and omissions they find.

As a preview to an update to this series of reports, investigators at USMNEWS.NET have gone through the first table above and highlighted the names and Google Scholar citations of all of the faculty in the table who are no longer part of the CoB (as of fall 2007). The amended table is inserted below:

Do CoB Administrators Count Cites?			
CoB Faculty Citations from Google Scholar			
Rank	Name	CoB Unit	GS Citations
1	Barry J. Babin	MKT	437
2	James T. Lindley	FIN	268
3	Franklin G. Mixon, Jr.	ECO	194
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10	Alvin J. Williams	MKT	49
11	Chang-Tseh Hsieh	MIS	45
12	Jie Yang	MGT	43
13	Edward Nissan	ECO	30
14	Joseph A. Peyrefitte	MGT	28
15	Sharon Topping	MGT	26
16	Jon C. Carr	MGT	19
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	Talai Osmonbekov	MKT	17
20	Stephen C. Bushardt	MGT	16
	Jennifer M. Sequeira	MGT	16
22	John M. Clark	FIN	15
	Michael J. Vest	MGT	15
24	Chauncey M. DePree	ACC	13
25	George H. Carter	ECO	12
26	Laurence K. Eisenberg	FIN	10
	Sean P. Salter	FIN	10
28	Trellis G. Green	ECO	9
29	James R. Crockett	ACC	6
	Charles E. Jordan	ACC	6
	Tara B. Lopez	MKT	6
32	Kuo Lane Chen	MIS	4
	Stanley J. Clark	ACC	4
34	David L. Duhon	MGT	3
	James R. Henderson	ACC	3
	Fujun Lai	MIS	3
	J. Scott Magruder	MIS	3
	Farooq Malik	ECO	3
39	Marvin J. Albin	ACC	2
40	Brian T. Gregory	MGT	1
	Daniel C. Monchuk	ECO	1
	W. Robert Smith	ACC	1
43	Mary Anderson	ACC	0
	Daniel F. Michael	MGT	0
	Francis Daniel	MGT	0
	Stanley X. Lewis, Jr.	MIS	0
	Gwen R. Pate	ACC	0
	Roderick B. Posey	ACC	0
	William C. Smith	MKT	0
	Ken Zantow	MGT	0

Notes: Google Scholar citations count taken in July of 2006. Readers are encouraged to report any errors and omissions they find.

As the highlighting indicates, two (40%) of the Top 5, and three (50%) of the Top 6 cite producers in the CoB (from mid-July 2006) will be departing the CoB over the summer of 2007. With these three faculty will go **673** Google Scholar citations to their research. Looking further down the list reveals that about 20% of the CoB's Top 30 cite producers from mid-July of 2006 will no longer be with the CoB in August of 2007. In all, seven CoB

faculty, who produced (as of mid-July 2007) from 1 citation to 437 citations, will no longer be part of the CoB team by fall semester of 2007. In all, **696** citations will be leaving with them – a figure that represents **35%** of the 1,986 citations in the table.

The second table is reproduced below, with changes that reflect the losses presented in the amended version of the first table:

Do CoB Administrators Count Cites?					
Unit-Based Analysis of CoB Faculty Citations from Google Scholar					
CoB Unit	#Fac	GSC	GSC/Fac	GSC Rank	GSC/Fac Rank
Accounting	9	29	3.2	6	6
Economics	8	319	39.9	2	3
Finance	4	408	102	1	1
Management	11	166	15.1	4	5
MIS	6	154	25.7	5	4
Marketing	5	214	42.8	3	2

Notes: Google Scholar citations count taken in July of 2006. Readers are encouraged to report any errors and omissions they find.

As the amended second table above shows, both marketing and economics took huge hits in terms of Google Scholar losses related to faculty departures. In terms of GSC/faculty, ECO fell hard back toward MGT, which rose, and MIS, which remained constant. MKT also took a nosedive toward the other units. Using this measure, FIN jumped from 2nd to 1st, replacing MKT.

According to the total GSC data, FIN leaped from 3rd (behind ECO) into 1st, replacing MKT in process (which fell to 3rd, behind ECO). Of course, other changes have occurred in addition to the departures. New faculty were brought into the CoB after mid-July of 2006, and the remaining faculty have almost certainly increased their citations count. However, those departing have increased their totals as well, so the net result from the CoB's recent spike in turnover remains to be seen, though there is little doubt that the 2007 picture will be worse than the mid-July 2006 picture. The real question is: By how much?