

Reporters Right On

Ranking "the Greatest Ever" Scholars in the CoB

by Duane Cobb

When it comes to ranking "the greatest ever" scholars in CoB history, almost all of the work has already been done. The reporters who produced "the greatest ever" series for USMNEWS.net did a good job of making a case for the three top scholars who worked in USM's business school at one time or another. That case was so good that the only thing left for me to do was choose the "Close Call" recipient, whose name will appear later in this essay.

Let's get right to it, with "the greatest ever" scholar to have been a part of the CoB.

#1: James Lindley (FIN)

The only real chance someone has of beating out FIN's James Lindley for the #1 spot is to publish in the premier journal of at least four different academic disciplines. Why? Because Lindley has done just that for three of them already. With publications in the *American Economic Review* and the *Journal of Finance*, Lindley has hit the top journal in both economics and finance. Add to that the field of agricultural economics, which is taken care of by Lindley's *American Journal of Agricultural Economics* publication, and you have three premier hits in three separate disciplines. Perhaps Lindley should consider a submission to the *Journal of International Business Studies*, the premier journal in IB, so that he can complete the EFIB trifecta.

With so many A-level finance publications, plus a few others in economics, the Lindley story has been, and continues to be, truly amazing.

#2: Don Robin (MKT)

Don Robin has published in the *Journal of the Academy of Marketing Science* and the *Journal of Marketing* -- two separate A+ marketing journals. This would be a great career for most people, but not Robin. In fact, these came only after Robin had published, as a first-year PhD student at LSU, a solo-authored piece in *The Academy of Management Journal*, which is the premier journal in management. As if these weren't enough, Robin added publications in *The Accounting Review*, which is a A+ accounting journal. That's anywhere from one to three premiers, in anywhere from one to three separate fields. With this record, Robin is right on Lindley's trail, though he loses some ground to Lindley's A-level hits in finance and economics. There is no doubt, however, that Robin is a giant. The fact that he departed USM for Wake Forest University speaks for itself.

#3: Eric Reidenbach (MKT)

Solidly in third place, not too far behind Robin, is another former CoB marketing prof. That person is Eric Reidenbach, whose career has so far led to publications in no fewer than three A+ marketing journals: *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, and *Journal of Marketing*. This is a fantastic record, and it gets even better when Reidenbach's hit in the A+ *The Accounting Review* is added to the mix. On top of these, Reidenbach has hit the *Journal of Advertising* and other A-level marketing and interdisciplinary business journals. To think that Lindley, Reidenbach and Robin were in USM's business school at the same time is almost unbelievable today, given the current state of the CoB.

Close Call: Barry Babin (MKT)

Former CoB marketing professor Barry Babin has produced a research portfolio filled with quality journals. In marketing, it includes the *Journal of the Academy of Marketing Science*, the *Journal of Consumer Research* and the *Journal of Marketing*. All of these are A+ journals. Below these is Babin's *Journal of Retailing*, an A-level marketing outlet. And, his *JoR* is accompanied by other A-level journal publications. Babin's list of publications is worthy of the "Close Call" designation.

In closing, it's worth recounting that these top scholars were all put together in USM's business college by former dean Tyrone Black. What Black did to build up the business college might never be replicated again at USM. Finally, that three of the four individuals above were with marketing supports my recent conclusion (in a separate essay) that Black had marketing on the cusp of regional greatness. This position would be lost in short order after the hiring of dean William Gunther (1998-2003). What little remained within marketing after the Gunther era was lost under the administration of former CoB dean Harold Doty (2003-07).