

Research Records of Departing Marketing Faculty

When the news broke on 26-Feb-2007 that three marketing professors were departing the CoB, many wondered what marketing's future prospects were as a result. The news is not so good for marketing, as this brief report indicates.

First, let us point out at the beginning that the CoB's marketing group has reportedly lost three faculty members. Their names are below, along with their destinations as indicated by sources close to Barry Babin, chair of the Mgt&Mkt Department:

Barry Babin	Louisiana Tech University
Laurie Babin	University of Louisiana, Monroe
Tara Lopez	Southeastern Louisiana University

USMPRIDE.COM researchers took a quick look at EBSCO*host* recently in order to determine just what this group departure might mean for the CoB. The data that were found are reported below:

	Barry Babin	Laurie Babin	Tara Lopez
2006			J. of P. S. & Sales Mgt.
2005	J. of Services Marketing		J. of Mkt. Education
2004	J. of Business Research J. of Ret. & Cons. Services J. of Business Research	J. of Promotion Mgt.	
2003	J. of Cons. Behavior J. of Business Research		
2002	Int. J. of Bank Marketing	J. of Mkt. Education	J. of P. S. & Sales Mgt.
2001	J. of Business Research J. of Mkt. Theory & Practice	J. of Business Research	Mid-Atl. J. of Business
2000	J. of Business Research J. of Acad. of Mkt. Sci. J. of Retailing		J. of Educ. For Business
1999		Int. J. of Advertising	
1998	J. of Business Research J. of Acad. of Mkt. Sci. J. of Marketing J. of Business Research	J. of Business Research Psychology & Marketing	
1997		Business Ethics Quarterly Journal of Advertising	
1996	Psychology & Marketing J. of Business Research J. of Acad. of Mkt. Sci.	Psychology & Marketing	

	J. of Business Research	
	J. of Retailing	
1995	J. of Acad. of Mkt. Sci.	
	J. of Retailing	
	Adv. in Cons. Research	
1994	J. of Consumer Affairs	
	J. of Mkt. Theory & Practice	
	J. of Consumer Research	
	J. of Business Research	
	Adv. in Cons. Research	
1993	Adv. in Cons. Research	
1992	Adv. in Cons. Research	Adv. in Cons. Research
1991	Adv. in Cons. Research	
	J. of Business Research	
1990		
1989		J. of Consumer Marketing

Source: EBSCOhost (Feb-07).

As the table above points out, both Barry Babin and Tara Lopez are Academically Qualified faculty (according to "the CoB's" AACSB definitions). Thus, these losses may seriously harm the CoB's already on-thin-ice AACSB profile.

Sources have told USMPRIDE.COM that Laurie Babin was barely AQ for the 2007 Peer Review Team visit (based on 2002-2006 credentials). However, looking at the table above, L. Babin's AQ status for the recent team visitation must have relied on something *more than* what appears above. As is shown, L. Babin's only refereed journal articles over the 2002-2006 period appear to be *Journal of Marketing Education* (2002) and *Journal of Promotion Management* (2004). Thus, her AQ portfolio for the most recent visit appears somewhat shaky.

Sources have also told USMPRIDE.COM that when the smaller visit team arrives in 2008 that L. Babin will not be AQ any longer. The table above supports that suggestion, given that L. Babin's *Journal of Marketing Education* will have receded into the AACSB AQ past.

On balance, the three-person departure of 26-Feb-07 appears to be one that will set the CoB's accreditation profile back even further. And, where the losses leave the CoB's marketing unit will likely have consequences into the next (4-year) accreditation cycle. The names of the remaining CoB Marketing faculty are below:

Elizabeth LaFleur	Professor
Tony Henthorne	Professor

Dolly Loyd	Instructor
Talai Osmonbekov	Assistant Professor
William Smith	Assistant Professor
Alvin Williams	Professor
Michael Wittmann	Assistant Professor

Sources tell USMPRIDE.COM that, with the three losses of 26-Feb-07, the marketing unit is now at the lowest point it has occupied -- in terms of research profiles -- in at least the past 20 years (i.e., dating back to the mid 1980s).