

SEDONA Files

In an effort to shed more light on the annual evaluation process in the CoB, this is Part II in a series of examinations of CoB faculty SEDONA materials, as they appeared on 2 May 2006, or just after the time of the CoB's annual evaluation. Previous exhibits have pointed out that CoB faculty are responsible for maintaining their CV items on SEDONA, an electronic database. As stated in an e-mail by Dean Doty, SEDONA materials **only** are to be evaluated by CoB administrators at the annual review hearing.

This installment examines "refereed articles" and other research related documentation.

We first turn to Barry Babin's Sedona records. In the INTELLECTUAL CONTRIBUTIONS section, under the heading **Refereed Articles**, Babin includes 13 articles. Of these 13 entries, five represent papers that were published in the *Journal of Business Research* in the years 2000, 2001, 2003, 2004, and 2004. That set of publications represents about 38.5% of his total **Refereed Articles** portfolio. According to the recognized journal ranking list in the CoB, those five articles all brought A-Level credit for Babin. On the next page of SEDONA, he also indicates having published two "invited" articles in the *Journal of Business Research*, both in the year 2005.

On page 5 of his SEDONA records, Babin lists four working papers. The fourth of these is presented below:

Working Papers

Babin, B.J., (2005). "Introduction to the Special Section on Retailing Research: Things Change, Things Stay the Same" targeted for Journal of Business Research.

Given his past success, it would seem he's got a good chance of getting this paper in the journal and racking up another A-Level accomplishment. Let's scroll past the table below and examine a few other interesting items from SEDONA.

JOURNAL OF BUSINESS RESEARCH

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Several other professors in the Department of Management, Marketing and Fashion Merchandising have also successfully navigated the journey from submission to publication at the *Journal of Business Research*. For example, Laurie Babin (Professor of Marketing) published articles there in 1998 and 2001. Talai Osmonbekov (Assistant Professor of Marketing) joined the group with a recent publication (2005), as did Francis Daniel (Assistant Professor of Management), who published an article there with a former CoB faculty (Franz Lohrke) in 2004. Our first installment indicated that even Harold Doty, Dean of the College of Business, had an article published there just this year. The *JBR* is again in his sights --- he has yet another manuscript “targeted” there.

In all, we found more than 10 entries noting some type of “*JBR* success” in the Department of MM&FM in just the last few years. And two more USM-affiliated studies have the *JBR* in their sights. Of course, the table inserted in the middle of this report was never meant to be skipped over. There is an important detail there that has been discussed in other links, one that clouds the entire merit raise process in USM’s CoB. As another report suggested, it may have clouded the 2005 Louis K. Brandt Research Award process as well.