

## Special Report

### Want to See the Latest Info on Tenure Requirements? An Investigative Series on CoB Faculty Research Credentials

A number of recent reports available at [usmpride.com](http://usmpride.com) have commented on the wide array of answers given by CoB junior faculty to the AACSB Peer Review Team (Feb 2007) regarding the CoB's (unwritten) requirements for tenure. Now, with a recent upload on this website, we have some additional information as to what constitutes tenure in the CoB, at least with regard to research credentials.

In the report entitled "Research Records of Departing Marketing Faculty," a table was presented that showed the research records of Barry and Laurie Babin, and Tara Lopez, over the period 1989-2006. Lopez, the only *untenured* professor in the group, had publications appear in EBSCO*host* over the period 2000-2006. These are shown below, in the (partial) table that was included in that report:

	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

Sources tell [usmpride.com](http://usmpride.com) reporters that Lopez' Tenure dossier has been sailing through the T&P pipeline this academic year (2006-07), and, had she not accepted a new position with Southeastern Louisiana University, she would have begun 2007-08 as a tenured associate professor of marketing. As such, her record in the "Research Records of . . ." report looks to be a **tenure-able** one. Let's examine that record.

Lopez shows five (5) peer-reviewed publications in the EBSCO*host* database from 2000 to 2006. Among those five, two (2) are in the *Journal of Education for Business* (2000) and the *Journal of Marketing Education* (2005). According to the approved journal ranking list for the college (mid 1990s), the first of these is listed as "Other," while the second is listed as a "C" journal. The *Mid-Atlantic Journal of Business* is currently listed as a "C" journal in the CoB, and the *Journal of Personal Selling and Sales Management* is listed as a "B." This means that Lopez' published record includes 1 Other, 2 Cs, and 2 Bs.

Junior faculty in the CoB may want to print this report and hang on to it.