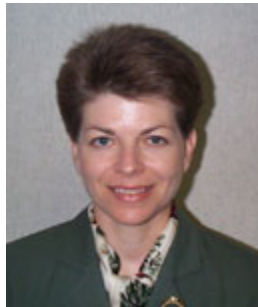


Special Report

The Babin Textbook Factory Revisited

An Investigative Series on the Use of the CoB for Personal Gain

A previous report at usmnews.net examined the *ancillary-to-textbook* production of marketing professor Laurie Babin (see picture below). That report indicated that Babin devotes quite a bit of time to this extra-curricular activity – one that generates substantial additional income to the Babins' USM salaries. With the examination of the



Laurie Babin

latest versions of Sedona vitae, obtained by usmnews.net in the spring of 2007 (through a MORA request), it now seems as though the previous reports uncovered only the tip of the iceberg (see <http://www.usmnews.net/Special%20Report%2035.pdf>). The “Book Supplement” portion of Babin’s 2007 Sedona vita is inserted below:

Book Supplement

- Babin, L. A., (2007). **Research Methods in Business**. *Research Methods in Business*. United Kingdom: Wiley Eurpoe.
- Babin, L. A., (2007). **Research Methods in Business**. *Research Methods in Business*. United Kingdom: Wiley Europe.
- Babin, L. A., (2007). Instructor's Manual to accompany Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications. *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications*.
- Babin, L. A., (2007). Instructor's Manual to accompany Exploring Marketing Research. *Exploring Marketing Research*. Mason, OH: Thomson South-Western.
- Babin, L. A., (2007). Instructor's Manual to accompany Essentials of Marketing Research. *Essentials of Marketing Research*. Mason, OH: Thomson South-Western.
- Babin, L. A., (2007). Testbank to accompany Advertising, Promotion, and Supplemental Aspects of Marketing Communications. *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications*. Mason, OH: Thomson South-Western.
- Babin, L. A., (2007). Testbank to accompany Consumer Behavior. *Consumer Behavior*. Burr Ridge, IL: McGraw-Hill Irwin.
- Babin, L. A., (2007). Testbank to accompany Selling Today. *Selling Today*. Upper Saddle River, NJ: Pearson Prentice-Hall.
- Babin, L. A., (2006). Test Item File to accompany Advertising: Principles and Practice. *Advertising: Principles and Practice*, (pp. 643). Upper Saddle River, NJ: Pearson Prentice-Hall.
- Babin, L. A., (2005). Testbank to accompany Market-Based Management. *Market-Based*

As the insert above shows, Babin’s book supplement activity in 2007 alone is staggering, with three (3) separate test banks and three (3) separate instructor’s manuals. Babin also authored (in 2007) a supplement entitled *Research Methods in Business*, which she lists

twice in the section inserted above. Over 2005-06, she authored two (2) additional test banks (see above), for a total of five (5) over the 2005-07 period. Table 1 below lists the texts that were accompanied by Babin's test banks during this period.

Table 1
Laurie Babin's Test Bank Activities, 2005-07

Year	Textbook Babin's Test Bank Accompanied
2007	<i>Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications</i>
2007	<i>Consumer Behavior</i>
2007	<i>Selling Today</i>
2006	<i>Advertising: Principles & Practice</i>
2005	<i>Market-Based Management</i>

Source: Babin's Sedona Vita (2007)

As Table 1 above shows, the five (5) test banks written by Babin each accompanied a unique textbook. Assuming she was paid \$5,000 to produce each one, Babin was able to generate an additional \$25,000 over the 2005-07 period, with \$15,000 coming in 2007 alone, from her work on test banks.

Now, let's turn to Babin's instructor's manuals. Table 2 below lists the texts that were accompanied by Babin's instructor's manuals during this period.

Table 2
Laurie Babin's Inst. Manual Activities, 2005-07

Year	Textbook Babin's Inst. Manual Accompanied
2007	<i>Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications</i>
2007	<i>Exploring Marketing Research</i>
2007	<i>Essentials of Marketing Research</i>

Source: Babin's Sedona Vita (2007)

Again, the table shows separate/distinct textbooks for each of Babin's ancillary products. At \$5,000 per instructor's manual, Babin hauled in an additional \$15,000, bringing her 2007 ancillaries income total to \$30,000, and her total for the 2005-07 period to \$40,000. When the most recent supplement is thrown in, these totals rise to \$35,000 and \$45,000, respectively (see APPENDIX for further breakdowns).

This is an important discovery, given the information in previous usmnews.net reports indicating that Babin was *barely* "Academically Qualified" during the CoB's AACSB Maintenance of Accreditation visit that took place in February of 2007. The CoB's AACSB Peer Review Team examined each faculty's research profile for the 2001-06 period. According to the insert below, Babin published three (3) refereed journal articles

over the '01 to '06 review period – just enough to classify her record as “AQ.” As the insert shows, these articles were published in 2001, 2002, and 2004.

Refereed Articles

Brennan, I. & Babin, L. A. (2004). Brand Placement Recognition: The Influence of Presentation Mode and Brand Familiarity. *Journal of Promotion Management, 10 (1/2)*, 185-202.
 Babin, L. A., Shaffer, T. R., & Tomas, A. M. (2002). Teaching Portfolios: Uses and Development. *Journal of Marketing Education, 24*, 35-42.
 Babin, B. J. & Babin, L. A. (2001). Seeking Something Different? A Model of Schema Deviation's Impact on Consumer Affect, Purchase Intentions and Perceived Shopping Value. *Journal of Business Research, 54*, 89-96.
 Babin, L. A., Boles, J. S., & Babin, B. J. (1999). The Effects of Consumer Perceptions of the Salesperson, Product, and Dealer on Purchase Intentions. *Journal of Retail and Consumer Services, 6*, 91-97.

It is worth noting here that when the PRT returns in February of 2008, Babin’s record of refereed articles, had she not resigned in spring of 2007 to accept a new position in marketing at the University of Louisiana at Monroe, would not be considered “AQ” using the 2002-07 period. And, by 2009, her slate of refereed journal articles would include only the 2004 article in the *Journal of Promotion Management*. Thus, Babin’s withering record of academic research, likely the result of her increased production of textbook ancillaries, will likely present officials at UL-Monroe with some difficulties in terms of AACSB accreditation.

APPENDIX

Laurie Babin’s Income Potential

Year	USM Salary	Potential Ancillary Income	Total
2007	\$90,430	\$35,000	\$125,430
2006	\$86,223	\$ 5,000	\$ 91,223
2005	\$86,223	\$ 5,000	\$ 91,223
Totals	\$262,876	\$45,000	\$307,876