

## Special Report

# Do CoB Faculty Need **Shoulders**?

## An Investigative Series on CoB Faculty Research Credentials

The new USMNEWS.NET series, "Carrying HoDo . . .," has been a popular one among our readers. This report follows the lead of that series by analyzing the quality of the solo-authored research of CoB's 47 faculty. By doing so, a determination can be made about which CoB faculty need the **shoulders** of other researchers and which ones do not.<sup>1</sup>

**Table 1**  
**Google Scholar Citations to Solo-Authored Research of CoB Faculty**

Rank	Name	Unit	GS Cites to S-A Research
1	Marvasti, Akbar	ECO	32
2	Becker, Cherylynn	TM	24
3	Nissan, Edward	ECO	20
4	Green, Trellis	ECO	15
	Hsieh, Chang-Tseh	MIS	15
6	Malik, Farooq	FIN	13
	Price, Catherine	TM	13
8	Gunther, William	ECO	7
	Lunsford, Dale	MIS	7
10	Dakhli, Sami	ECO	6
11	DePree, Marc	ACC	5
12	Burgess, Brigitte	FM	4
	Niroomand, Farhang	ECO	4
14	Chen, Kuo Lane	MIS	3
	Doty, Harold	MGT	3
	Glascoff, David	MKT	3
17	Albin, Marvin	ACC	2
	Klinedinst, Mark	ECO	2
	Laatsch, Francis	FIN	2
	Lindley, James	FIN	2
	Monchuk, Daniel	ECO	2
22	Carter, George	ECO	1
23	Anderson, Mary	ACC	0
	Clark, John	FIN	0
	Clark, Stanley	ACC	0
	Davis, Donna	MIS	0
	Drake, Erin	FM	0
	Duhon, David	MGT	0
	Goodwin, Kimberly	FIN	0
	Henderson, James	ACC	0
	Hood, Matthew	FIN	0
	Jackson, Steven	ACC	0

<sup>1</sup> This report's premise and findings are not couched in terms of "... the shoulders of giants," as is the series ("Carrying HoDo . . .") on former CoB Dean Harold Doty. This report is simply about **shoulders** of any kind, plain and simple.

Jordan, Charles	ACC	0
King, Ernest	BL	0
Lai, Fujun	MIS	0
LaFleur, Elizabeth	MKT	0
Lambert, John	IB	0
Magruder, Scott	MIS	0
Pate, Gwen	ACC	0
Posey, Roderick	ACC	0
Sequeira, Jennifer	MGT	0
Smith, Robert	ACC	0
Smith, William	MKT	0
Topping, Sharon	MGT	0
Wittmann, Michael	MKT	0
Yaoyuneyong, Gallayanee	FM	0
Zantow, Kenneth	MGT	0

**Notes:** Unit leaders are highlighted above in various colors. The red arrow above marks the CoB median, and the blue arrow marks the CoB mean.

As Table 1 above indicates, the CoB's top solo-author, at least measured by GS cites, is ECO's Akbar Marvasti, with 32 GS cites to solo-authored work. There are five economists (Marvasti, Nissan, Green, Gunther and Dakhli) among the CoB's Top 10. Add to these Farooq Malik, the top faculty in FIN at 6th with 13 GS cites to solo-authored research, and EFIB simply dominates the CoB by holding down 60 percent of the Top 10 places.

In second place overall is former TM chair, Cherylynn Becker, with 24 GS cites to solo-authored research. The only other TM professor, Catherine Price, is also among the CoB's Top 10 (6th place), with 13 GS cites to SA work. Chang-Tseh Hsieh is the top producer in MIS with 15, a total that puts Hsieh into the top five. Hsieh is the CoB's *McCarty Professor of Management Information Systems*. Amazingly, the CoB's two other named scholars (among those returning for the 2008-09 academic) year -- Roderick Posey, the *Morgan Professor of Accounting*, and Michael Wittmann, the *Draughn Assistant Professor of Healthcare Marketing*, sit in a 25-way tie for 23rd place. The top producer in accounting is professor Marc Depree, who is 11th with 5 GS cites to SA research. The top in marketing is visiting professor David Glascoff, whose 3 GS cites to SA work ranks him 14th, in a tie with Harold Doty (MGT) and Kuo Lane Chen (MIS).

Doty's position (14th) and GS cites to SA research total (3) are eye-opening for a number of reasons. First, he sits in a tie with Glascoff, who is a **visiting** professor, and Chen, who many are predicting will receive a terminal letter from the Saunders administration in the next few days.<sup>2</sup> Second, at 14th, Doty is also six spots behind Dale Lunsford, who worked in the CoB during the 1990s but was informed, according to sources, that his (Lunsford's) research was lagging and that he was destined for a terminal decision. Lunsford was just (spring 2008) hired by the CoB for a second time. He comes back to USM from High Point College. Third, with only 3 GS cites to SA research, Doty sits below the CoB average. Looking at Table 1 above, everyone including and above former

<sup>2</sup> Recent installment(s) of *GH Chatter* have indicated that CoB faculty have been discussing Chen's employment, and the perils it may be facing.

CoB associate dean Farhang Niroomand, Doty's former subordinate, have GS cites to SA research scores that exceed the CoB mean. Those below Niroomand are below the mean.

The group above the CoB mean -- a group that contains 13 CoB faculty -- includes two assistant professors, five associate professors and six full professors. Included in this group are William Gunther, former Dean of USM's business school, and Trellis Green, an associate professor who sued USM (back in 1994) for wrongly denying him (Green) a promotion to associate professor during the spring of 1994. As reported here at USMNEWS.NET, Green, who is ranked 4th in the CoB (see Table 1 above) won his lawsuit and was awarded a promotion, a raise, and an undisclosed financial settlement. A defendant in Green's lawsuit was EFIB Chair George Carter, who is himself a below-average CoB faculty, and ranked 22nd in the CoB (see Table 1 above).

Using the mean, 13 CoB faculty have exhibited that they *do not* need **shoulders** to get by. The remaining 34 CoB faculty have yet to do so. Using a less stringent zero/greater than zero standard, these numbers are instead 22 CoB faculty and 25 CoB faculty, respectively. Either way the rate of success is below 0.50. Perhaps it is a good thing that the AACSB does not use this rate as a standard for determining pass/fail in its maintenance reviews.